

**"SIMON &
SIMON"**

**"THE
VERDICT"**

**MX
MISSILES**

**DEFENSE
CONTRACTORS**

**DON
MARTIN**

...and the usual gang of idiots are all in this issue of...

No.
239
JUNE
1983

MAD

OUR PRICE
\$1.00
CHEAP



MAD'S NEW EXCLUSIVE
BUILT-IN MICROPHONE



06

0

If you have any complaints
about this issue, speak into
the mike and we'll hear you!

SPEND A NIGHT WITH...

MAD

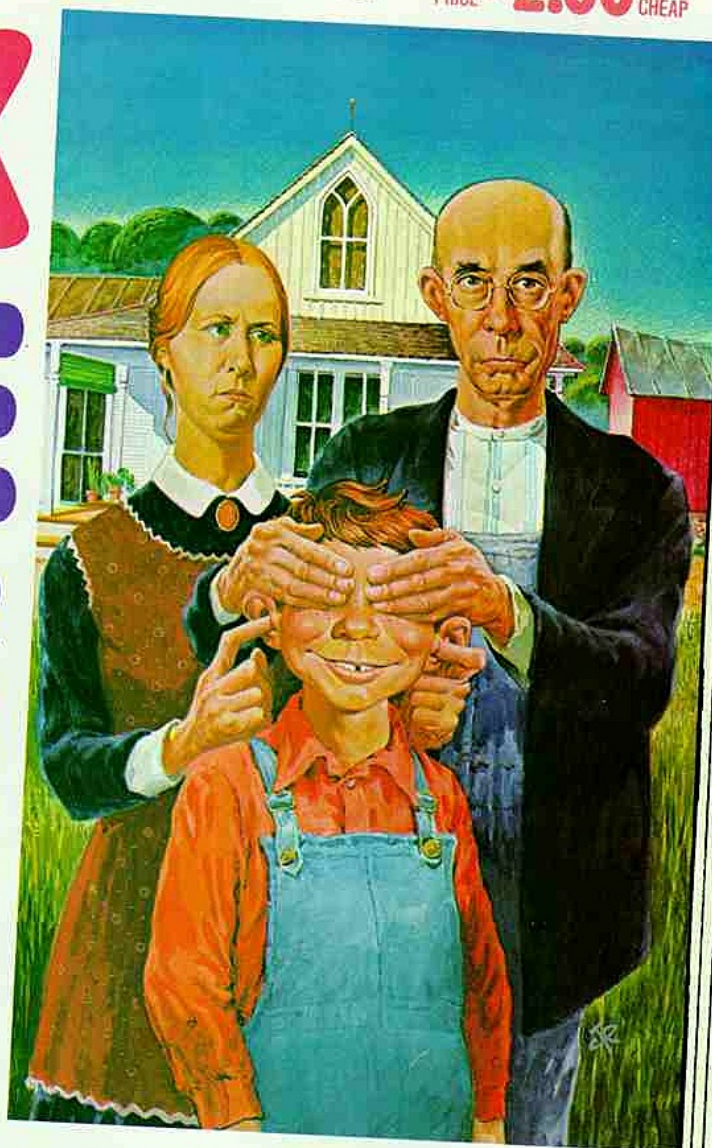
TAKES A 100-PAGE LOOK AT

**SUPER
SPECIAL
FALL 1983**

OUR PRICE **\$2.00** SUPER CHEAP

**SEX
LOVE**

...AND OTHER
THINGS YOUR
PARENTS ARE
AGAINST...FROM
PAST
ISSUES



PROJECTED SALE OF SPECIAL IF
WE USED WORD "SEX" ON COVER



PROJECTED SALE IF WE DON'T

PROBABLY
...AND IT ^A WON'T GIVE YOU HERPES!
GET IT TODAY... AT YOUR FAVORITE NEWSSTAND!

MAD

"After all is said and done, there's always a lot more said than done!"
—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*
LEONARD BRENNER *art director* TOM NOZKOWSKI *production*
NICK MEGLIN *senior editor* JOHN FICARRA *associate editor*
GLORIA ORLANDO, CELIA MORELLI, M. C. GAINES *subscriptions*
JACK ALBERT *lawsuits* ANNE GRIFFITHS *logistics*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

ARMS ROBBERY DEPARTMENT	
MAD's Defense Contractor Of The Year	25
BERG'S-EYE VIEW DEPARTMENT	
The Lighter Side Of	16
BOMBS AWAY DEPARTMENT	
Places To Hide The MX Missiles (Where They'll Never Be Found)	12
BUMPER CRAP DEPARTMENT	
Personalized License Plates For Fictional and Historical Characters	36
DON MARTIN DEPARTMENT	
One Prehistoric Morning While Inventing	11
This Is A Test	21
One Medieval Afternoon While Falconing	32
One Scary Night While Chasing A Monster	48
HUMOR IN A JOGULAR VEIN DEPARTMENT	
Long Distance Runs Of The Future	29
JOKE AND DAGGER DEPARTMENT	
Spy Vs. Spy	40
LETTERS DEPARTMENT	
Random Samplings Of Reader Mail	2
MARGINAL THINKING DEPARTMENT	
"Drawn-Out Dramas" By Aragones	**
NUTS WITH DATES DEPARTMENT	
Pages From Celebrities' Calendars	14
SHIFT OF GAB DEPARTMENT	
More Parental Non-Sequiturs	33
SICK HUMOR DEPARTMENT	
Little-Known and Rarely Diagnosed MAD Ailments Contracted In Supermarkets	38
THIS SMOTHERS THE BROTHERS DEPARTMENT	
"Simple & Simple" (A MAD TV Show Satire)	4
VIDEO-SYNCRASIES DEPARTMENT	
A MAD Look At Big-Time TV	22
WHISKEY WITH AN AMBULANCE CHASER DEPARTMENT	
"The Verdiccch" (A MAD Movie Satire)	41

**Various Places Around The Magazine

MAD (ISSN 0024 9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, N.Y. 10022. Second class postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 10 issues \$9.75. Outside U.S.A.: 10 issues \$11.25. Entire contents copyright © 1983 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 Madison Avenue, New York, N.Y. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

VITAL FEATURES

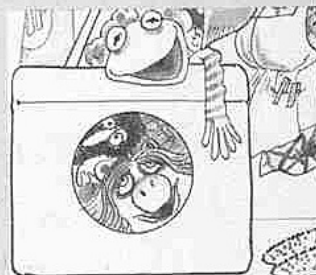
"SIMPLE &
SIMPLE"
(A MAD
TV Show
Satire)
Pg. 4



PLACES
TO HIDE
THE
MX
MISSILES
Pg. 12



A MAD
LOOK AT
BIG
TIME
TV
Pg. 22



LONG
DISTANCE
RUNS
OF THE
FUTURE
Pg. 29



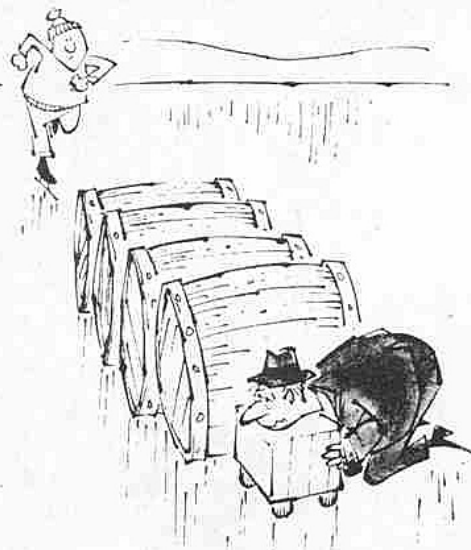
MAD'S
DEFENSE
CONTRACTOR
OF THE
YEAR
Pg. 25



"THE
VERDICCH"
(A MAD
Movie
Satire)
Pg. 41



WHY KILL YOURSELF?



JUST BECAUSE YOU MISSED THE
LAST ISSUES AT THE NEWSSTAND?

SUBSCRIBE TO

MAD

AND HAVE IT MAILED TO YOUR HOME!

----- use coupon or duplicate -----

MAD

485 MADison Avenue
New York, N.Y. 10022

I enclose \$9.75*. Enter my name on
your subscription list, and mail me
the next 10 issues of MAD Magazine.

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

*In Canada, \$11.25 in U.S. Funds, payable by International Money Order or Check drawn on a U.S.A. Bank. Outside U.S.A. and Canada, \$11.25, payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 12 weeks for subscription to be processed. We cannot be responsible for cash lost or stolen in the mails, so CHECK OR MONEY ORDER PREFERRED!

MONEY BACK OFFER!

Here we go with another sneaky headline designed to catch your eye and con you into sending for these full-color portraits of Alfred E. Neuman, MAD's "What—Me Worry?" kid, suitable for framing or wrapping fish! So mail 60¢ for one, \$1.25 for 3, \$2.55 for 9, \$5.15 for 27 or \$10.35 for 81 to: MAD, 485 MADison Avenue, N.Y., N.Y. 10022 ...and we just might get the MONEY BACK that we invested in these bombs!



LETTERS DEPT.



"SAVE 20¢"

Congratulations on the March '83 "Save 20¢ On This Issue" cover. The man at the newsstand gave me 20¢ change! Keep up the good work!

Rosemary Grosse
Ridgewood, NY

You guys thought you were so smart telling us to save 20¢ by not writing to tell you how bad the issue was. Schmucks! If we didn't write to tell you how bad it was, and we didn't send the letter Federal Express, we could save \$25 or more!

Melinda Hodges
Stokesdale, NC

I saved a dollar by not buying the magazine at all!

Mike Feeney
Northvale, NJ

A CHANGE OF MENU

Next time you're short a two page article for the magazine, just change the title of "How To Read An Airline Menu" to "How To Read A Hospital Menu." It applies perfectly.

Joe Hainthaler
N. Haledon, NJ

NOT KOSHER

I have one question concerning your article "Other 'Truth In...Laws'". Why is it that all the men are wearing Jewish beanie's at a Catholic Confirmation ceremony?

Patty LaShoto
Medford, MA

They got on the wrong bus.—Ed.

"SOAP OPERA LAWS"

My concern and kind thoughts go out to Angelo Torres and Mark Dressler, who sacrificed their minds while doing the research which produced "Some Simple Laws That Make Sense Out Of Soap Operas". Such valor surely must be rated "above and beyond the call".

S. Thomas
Tacoma, WA

BIG MOUTH OF THE SOUTH

The intelligence of you Yankees never ceases to amaze me. We folks here in Tennessee probably see more of them than the northern states where they live. In issue #237 in the "Foreigner's Travel Guide To The U.S." you point out that all visitors should make their way to Nashville to see Elvis's "shrine". Nashville is the home of many historic and beautiful landmarks, gentlemen, but it is Memphis which has Graceland, Elvis's home. It would sure make us Volunteers a lot happier if our friends to the north would educate themselves before degrading "The Three Great States Of Tennessee" by mislocating such a famous landmark!

Lance Douglas
Knoxville, TN

FOLLOWING THE INSTRUCTIONS

Mr. Steve Ross
Chairman, Warner Communications, Inc.
75 Rockefeller Plaza
New York, NY 10019

Dear Mr. Ross:

Pursuant to the directions in the current issue of MAD Magazine, I am writing to tell you that I think MAD is absolutely great, and that William Gaines, Albert Feldstein, Nick Meglin, John Ficarra, Leonard Brenner and Tom Nozkowski (to name only the top six on the masthead) are doing a magnificent job.

The above-mentioned deserve a good pat on the back, a substantial Christmas bonus and a hefty increase in salary.

I've been a fan of MAD's for 25 years now, and hope to keep it up for another 25!

Scott Crom
Beloit, WI

The above letter is typical of the thousands upon thousands that have poured in since our "Extremely Important Message" was printed. As of yet, no hefty raises for the staff, but we're still hopeful.—Ed.

While sitting here this Christmas Eve waiting for Santa Claus to bring me my goodies, I began reading the March '83 issue of MAD. I must take this opportunity to thank you for the complete instructions on how to read the magazine. I never knew how 'til now! Since I have been raised to follow instructions, and I am a female between the ages of 19 and 35, I am enclosing a photo of myself as you instructed. I hope this will be as useful to you as your magazine is to me.

J.E. Baushe
Lansing, IL



A MAD Reader: Her Best Side?

I protest and argue—what's more—I deplore your request for girls "between the ages of 19 and 35" to send in their photographs and phone numbers. (MAD #237, "An Extremely Important Message From The Editors"). What is wrong with the extremely wonderful girls over 35? We are warm, beautiful, sexy, intelligent and we know a thing or two. I think your outlook is prejudiced, narrow and obnoxious. What's more, you'll miss out on a lot!

Carol Mikelsons
Age 39
Peekskill, NY

You're right! And you sound great! Send us your photo.—Ed.

WEIGHTS, MEASURES & DISTANCES

6.8 tons... is the total amount of junk in Andy Rooney's office.

Steve Sestrich
Pittsburgh, PA

"PALTRY GUISE"

Your version of "Poltergeist" was great! It had to be written by a ghost writer!

Davy Frankle
Staten Island, NY

I have one question. How did JoBeth Williams (the mother in "Poltergeist") become a non-entity with you guys? When you satirized "Kramer vs Kramer" (MAD #217) you claimed she was a "10"!

Richard Blue
Hollywood, CA



JoBeth Williams: From A "10" ...

I'm Dyin' Feeling... a typical suburban housewife! I'm also a typical Steven Spielberg suburban housewife! That could be a problem! They told me to take this role because being in a Steven Spielberg movie would mean fame and recognition! But after this movie, I'll probably be as famous as those OTHER Spielberg housewives... like "Whatsername" in "Jaws" and "Whozit" in "Close Encounters" and "Watchacallit" in "E.T."!



... To A Non-Entity

That's show biz!—Ed.

Please Address All Correspondence To:
MAD, Dept. 239, 485 MADison Avenue
New York, New York 10022

Unsolicited Manuscripts will not be returned unless accompanied by a self-addressed stamped envelope!

IT'S A JUNGLE OUT THERE

...and Sergio Aragones captures it all in his

ZOO'S WHO OF TODAY'S WILD LIFE!

Yep, you'll laugh like a hyena at Sergio's latest all-new and original...

CREATURE PRESENTATION



On Sale Now At Your Favorite Bookstand, Or Yours By Mail

----- use coupon or duplicate -----

MAD

485 MADison Avenue
New York, N.Y. 10022

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____

PLEASE SEND ME: ☐ SERGIO ARAGONES' MAD MENAGERIE

ALSO PLEASE SEND ME THESE OTHER MAD PAPERBACK BOOKS I'VE CHECKED BELOW:

- | | | |
|-------------------------------------------------|----------------------------------------------------|------------------------------------------------------------|
| <input type="checkbox"/> The Dirty Old MAD | <input type="checkbox"/> MAD for Kicks | <input type="checkbox"/> MAD Around the World |
| <input type="checkbox"/> Polyunsaturated MAD | <input type="checkbox"/> The Uncensored MAD | <input type="checkbox"/> MAD Goes Wild |
| <input type="checkbox"/> The Recycled MAD | <input type="checkbox"/> Pumping MAD | <input type="checkbox"/> Get Stuffed With MAD |
| <input type="checkbox"/> The Non Violent MAD | <input type="checkbox"/> MAD Horses Around | <input type="checkbox"/> The MAD Jock Book |
| <input type="checkbox"/> The Rip-Off MAD | <input type="checkbox"/> The Eggs-Rated MAD | <input type="checkbox"/> MAD Word Power |
| <input type="checkbox"/> The Token MAD | <input type="checkbox"/> A MAD Carnival | <input type="checkbox"/> Politically MAD |
| <input type="checkbox"/> The Pocket MAD | <input type="checkbox"/> Explosive MAD | <input type="checkbox"/> MAD Look at the Future |
| <input type="checkbox"/> The Invisible MAD | <input type="checkbox"/> MAD Barfs | <input type="checkbox"/> MAD Book of Mysteries |
| <input type="checkbox"/> Dr. Jekyll & Mr. MAD | <input type="checkbox"/> Eternally MAD | <input type="checkbox"/> MAD Cradle to Grave Primer |
| <input type="checkbox"/> Steaming MAD | <input type="checkbox"/> ARAGONES "Viva MAD" | <input type="checkbox"/> MAD Make Out Book |
| <input type="checkbox"/> MAD at You | <input type="checkbox"/> ARAGONES MAD about MAD | <input type="checkbox"/> MAD Clobbers the Classics |
| <input type="checkbox"/> The Vintage MAD | <input type="checkbox"/> ARAGONES MAD-ly Yours | <input type="checkbox"/> MAD Book of Revenge |
| <input type="checkbox"/> Hooked on MAD | <input type="checkbox"/> ARAGONES In MAD we Trust | <input type="checkbox"/> MAD Guide to Careers |
| <input type="checkbox"/> The Cuckoo MAD | <input type="checkbox"/> ARAGONES MAD as the Devil | <input type="checkbox"/> MAD Survival Handbook |
| <input type="checkbox"/> The Medicine MAD | <input type="checkbox"/> ARAGONES Incurably MAD | <input type="checkbox"/> MAD's Fast Living |
| <input type="checkbox"/> A MAD Scramble | <input type="checkbox"/> ARAGONES Shootin' MAD | <input type="checkbox"/> History Gone MAD |
| <input type="checkbox"/> Swinging MAD | <input type="checkbox"/> ARAGONES MAD Marginals | <input type="checkbox"/> The MAD Worry Book |
| <input type="checkbox"/> MAD Overboard | <input type="checkbox"/> MAD As a Hatter | <input type="checkbox"/> MAD Weirdo Watchers Guide |
| <input type="checkbox"/> MAD Clowns Around | <input type="checkbox"/> MAD for Better or Verse | <input type="checkbox"/> MAD Stew |
| <input type="checkbox"/> The MAD Treasure Chest | <input type="checkbox"/> Sing Along With MAD | <input type="checkbox"/> The Sound of MAD |
| <input type="checkbox"/> MAD Sucks | <input type="checkbox"/> MAD About Sports | <input type="checkbox"/> EDWING Bizarre Bazaar |
| <input type="checkbox"/> SuperMAD | <input type="checkbox"/> MAD's Talking Stamps | <input type="checkbox"/> EDWING Book of Almost Superheroes |
| <input type="checkbox"/> Abominable Snow MAD | <input type="checkbox"/> The MAD Jumble Book | <input type="checkbox"/> Clod's Letters to MAD |
| <input type="checkbox"/> MAD About The Buoy | <input type="checkbox"/> More MAD About Sports | <input type="checkbox"/> PORGES How Not To Do It |

Allow 10 weeks for delivery.
Outside the U.S.A., add
15% extra.

I ENCLOSE \$1.75 FOR EACH
(Minimum Order: \$5.25)

We cannot be responsible for cash
lost or stolen in the Mails. Check
or Money Order preferred!

Hi! I'm Dum Magnum... as if you didn't know! You may wonder what I'm doing here in this ridiculous magazine when you usually see me in more intelligent and sophisticated publications... like "THE STAR" and "THE NATIONAL ENQUIRER"!

Well, let me try to explain...! First of all, I'm sure you're all familiar with the weekly TV series that's blessed with the good fortune of following my top-rated show on CBS every Thursday night, right?

THIS SMOTHERS THE BROTHERS DEPT.

SIMPLE

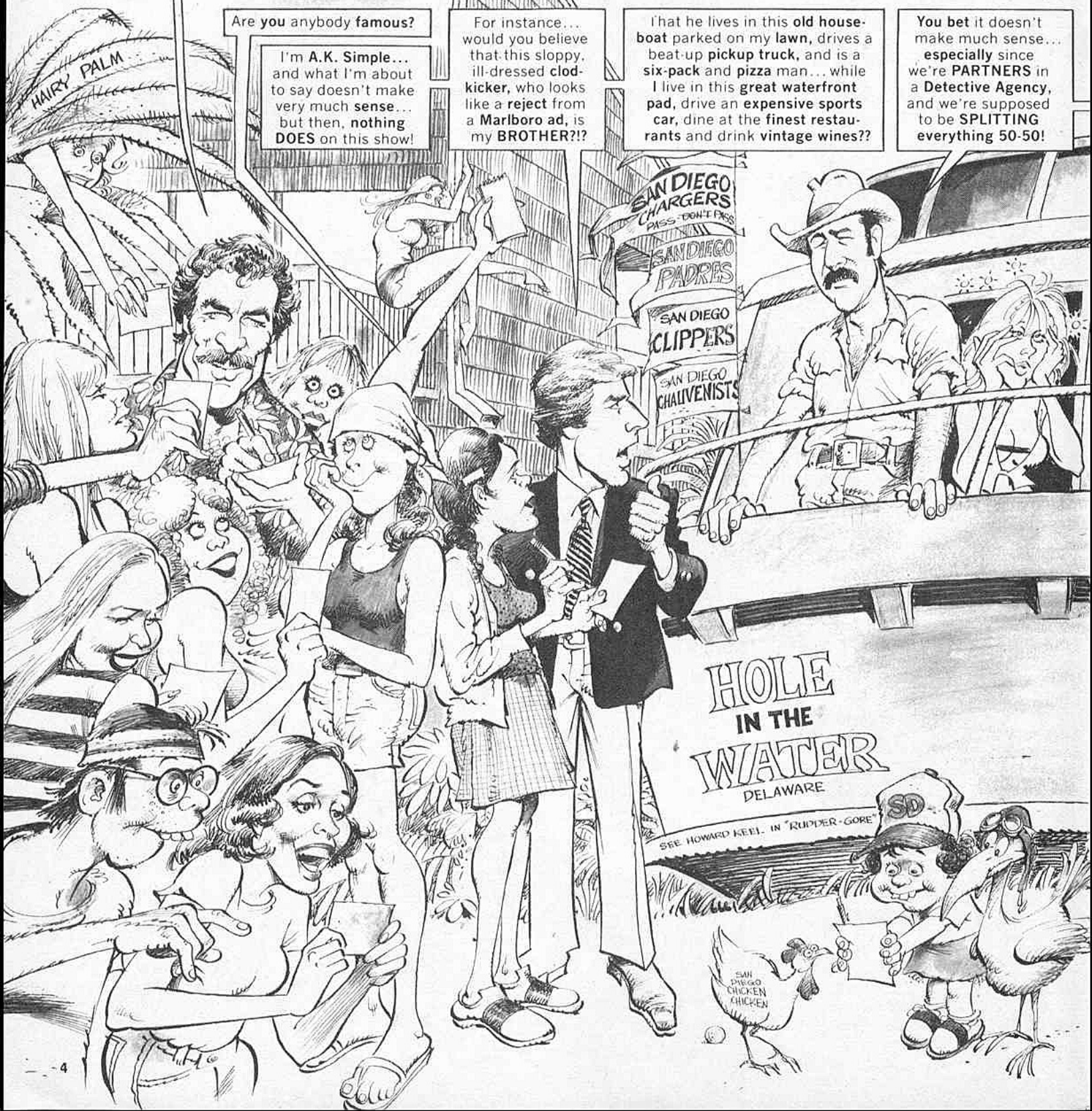
Are you anybody famous?

I'm A.K. Simple... and what I'm about to say doesn't make very much sense... but then, nothing DOES on this show!

For instance... would you believe that this sloppy, ill-dressed clod-kicker, who looks like a reject from a Marlboro ad, is my BROTHER?!!

I hat he lives in this old house-boat parked on my lawn, drives a beat-up pickup truck, and is a six-pack and pizza man... while I live in this great waterfront pad, drive an expensive sports car, dine at the finest restaurants and drink vintage wines??

You bet it doesn't make much sense... especially since we're PARTNERS in a Detective Agency, and we're supposed to be SPLITTING everything 50-50!



Well, if it weren't for my left-over audience, that turkey would have been cancelled months ago and been replaced with something really original... like "The Thursday Night Movie"!

And so, to make sure you MAD clods read it, MAD's Editors figured they'd do the same thing CBS does, and get me to do the lead-in to their version of the freak hit about the two detectives whose names describe their show's plots... and their show's intelligence level:

& SIMPLE

I'm Mrs. Simple...and these are my sons!

Like A.K. said... nothing makes any sense around here!

Yeah?? So how come you look YOUNGER than I do...?!

C'mon, Suzy! I TOLD you these creeps were nobodys!

I want your boat off my lawn today!

We were HERE all night?! I wondered how you had a pizza delivered when we were SUPPOSED to be miles at sea!!

See, the thing is...I get sea sick out on the water!!

Then why do you live on a boat?

It fits in with my macho image!

TODAY, Thick!

C'mon, A.K.! Don't start that again!! I TOLD you there's no space at the Marina!!

Surprise!! I got you space at the Marina!

But they said they wouldn't have a slip available for YEARS!

Well... I didn't get you a SLIP! I rented you some space on THEIR lawn!



ARTIST: MORT DRUCKER WRITER: LOU SILVERSTONE AND DICK DE BARTOLO

HOW FAR IS ANCHORAGE FROM HERE?

Mind if I join you for breakfast, A.K.? What are you having??

Espresso...and a croissant!

Yecccc! How can you have that faggy stuff for breakfast?! All I want is a small cup of strong coffee...and a roll!

Glad I found you guys at home! I can sell you all the information you'll need to solve this case for \$20.00!

Hey, Moron! We're not even on a case, yet!

Suit yourself! But if you're gonna wait for the last minute, my fee will probably be a whole lot higher!!



Hi! I'm **Dr. Buffy Truffles** ...your average **TV Marine Biologist!**

I've seen **WAITRESSES** on roller skates ...but a **MARINE BIOLOGIST?**

That's just **ANOTHER SUBTLE REMINDER** that the show takes place in **California!**

Now these skates will fit the **zebras**, and those should fit the **gorillas**... but we still owe you **two large pairs** for each of the **elephants!!**

I'll tell you why I called you here! A rare **giant turtle** has been **kidnapped!**

Was there a **note??**
No... the **turtle couldn't write!** But if I threw it a **frisbee**... like this, the turtle would catch it in its **mouth!**

Big deal! My brother can do that! **See?**
Yes, but you still **HAVE** your brother! No one **kidnapped** him!!

I know! But maybe one day, God will answer my **prayers!**



Do you have a **picture?**

Yes, I have one here...

No, **NOT** the turtle!! I'd like a picture of **YOU** —with your **phone number** on the back!

I'D like your **phone number**, too! I can do a lot **MORE** than catch a **frisbee!!**

He's **right!** On his last date, he took a girl to an **Italian restaurant** and caught a **PIZZA** in his mouth!

Tell me about the missing turtle...

His name was **Mock**, and Mock was very "with it"... very "**now**"! Sure, sometimes he needed his own **space**... but, like, **who doesn't?!**

So far, you've described **every turtle** on the **West Coast!!** Anything else...?

Well, he was taking part in a **behavioral project!** He was trained to follow a **sonar signal** under water! And next week, he was scheduled to start with **EST!**

That's **great!!** Now, you've described **every PERSON** on the **West Coast!!**



What say you and I discuss this case over a bottle of wine at my place...?

Maybe she'd rather talk about it on my boat? I've got a bottle of wine, too... **Manischewitz, 1979!**

Ahhhh... 1979 was a **LOUSY YEAR!**
For wine?

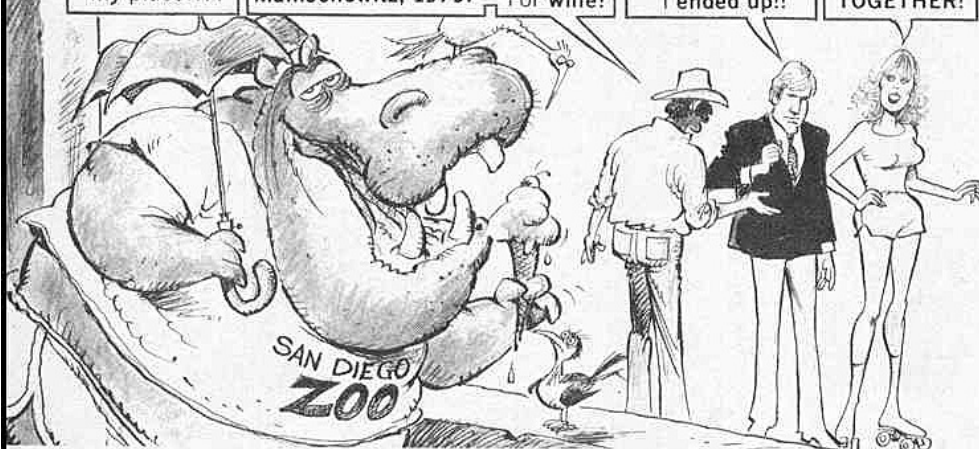
No, for **ME!!** I was written out of my **soap opera role**... and look where I ended up!!

Hey, you guys! Let's all three of us go someplace **TOGETHER!**

Oh, by the way... how much do you guys charge for your services?

Well, we've got a "**two pretty girls**" minimum, but you're already a **50% deposit!** Also, we never accept any case that's closer than **nine miles** to our office!

How come?
For a really exciting car chase, you need at least **TEN MILES!!**



Oh, wow!
Talk
about
your
sibling
rivalries!

Hey,
A.K.!
Do you
HAVE
to
DIP?!

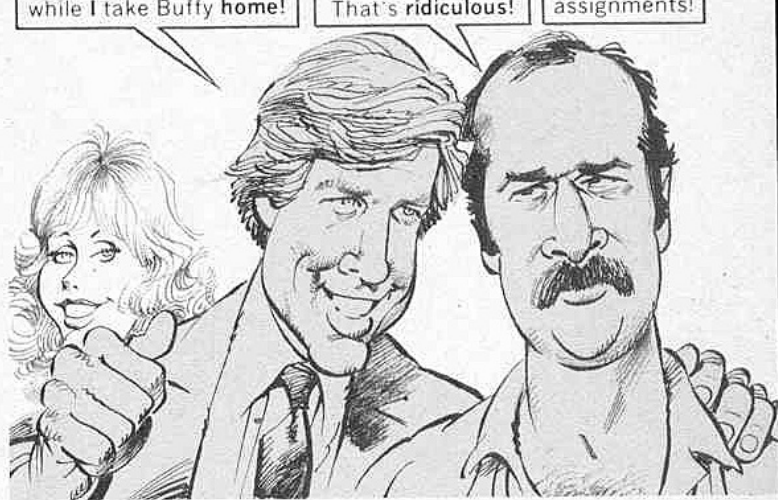
Thick, you know how—every
week—when I tell you to
move your boat, and then
you ask me if you can use
my shower and I say "No!"?
Well, I just changed my mind!

You CAN
use my
shower!
Please
use it!
NOW!!

Thick... why don't you
do one of your famous
"character" bits down
at the waterfront, and
see if you can pick up
anything on the turtle,
while I take Buffy home!

WHAT?! You take
the girl home...
while I hang out
with a bunch of
sweaty sailors?!?
That's ridiculous!

No... the
ridiculous
part is that
you always
agree to do
these dumb
assignments!



Hi! Call me
"Ishmael!"
"Schlemiel!"
would be a
lot more
appropriate!

Yo-ho-ho and
a bottle of
Perrier!
Psst! That's
"rum", you
schmuck!!

I know it!
I know it!
I'm only
trying to
bring the
place UP
a notch!



Get out—
and stay
out! Don't
ever come
back, you
ruddy
landlubber!

How do you suppose
they broke my cover?
Birdbrain! When you
go into a waterfront
dive, you never ever
order "quiche"!

But it
wasn't
just quiche!
It was
seafood
quiche!!



What did you learn
at "The Filthy Rat
Waterfront Hole"?

Never give a sailor a
quarter and ask him to
play his favorite
Elton John Record
on the juke box!!

I mean... did
you get any
good stuff on
the TURTLE?

No, but I got
great stuff
off the Men's
Room wall!!

That's it...?
Is that all!?

Yeah, except
for some cuts,
abrasions and
a possible
concussion!
How'd you do?

Oh, I just
got a few
hickies...but
don't you
worry about me!
I'll be
fine!



I've got information
that will
help you crack
the turtle case!
It's yours for
twenty-five bucks!

I'll give you ten!

Plus fifteen
cents a mile
for travel!

WHAT...?!?
YOU didn't
do any
travelling!

No, but the turtle
did! About three
thousand miles!!
It came from The
Galapagos Islands!

I got THAT from
Jacques Cousteau!





Did you know that turtles bury their eggs in the sand...??

Hey, we're not paying you for a SCIENCE LESSON!!

NO WONDER we're always broke! We pay Moron more for information than we collect from our clients!

Which is **why** we only take **ONE** case a week! That's **ALL** we can afford!!

Okay...here's the scoop! Did you ever hear of "Gluttony Industries"?

Sure... the conglomerate that hires all those ex-CIA agents!

Their slogan is "ANTI-MISSILES FOR UNCLE SAM"!!

Well, my sources inform me that Gluttony just built a large swimming pool, and purchased 100 cases of Turtle Food!!

But why would a company like that kidnap a turtle...??

Hey, what do you want for ten bucks, the complete solution?! I'm **NOT** LIKE you guys! I'm in this business to make money!!

BELLY BUTTON BOWL
NAVAL ACADEMY 21
LINT O

You know... if Gluttony Industries is up to **no** good, and they know we're working on the case, we could be in **BIG TROUBLE**!

Boy! News sure travels fast! How come they can't get people to work **THAT** fast in the Post Office?!

You'll pay for this, you creeps!! It's gonna cost me at least seven bucks to clean this 3-piece suit!!

BAROOM

That was quick thinking, A.K.! You saved our lives!

Not only that, I also solved **ANOTHER** problem! Your boat isn't on my **LAWN** any more!!

Hey, Jamit... somebody just tried to kill your favorite gorgeous hunk of detective!

Oh, NO!! Is Magnum all right?!

I'm not talking about Magnum!! I'm talking about the two really macho detectives who work side by side all the time and—

Gee... I sure hope Cagney and Lacey are OKAY!

Forget it!!

Can that computer give us a list of people who'd like to silence Simple and Simple...??

Sure! There's Gene Shalit, Joel Segal, Robert MacKenzie, Marvin Kittman, Judith Crist, Rex Reed—

We mean BESIDES TV Critics!



See if your computer can come up with anything on a turtle named "Mock"... and a company called "Gluttony Industries"...

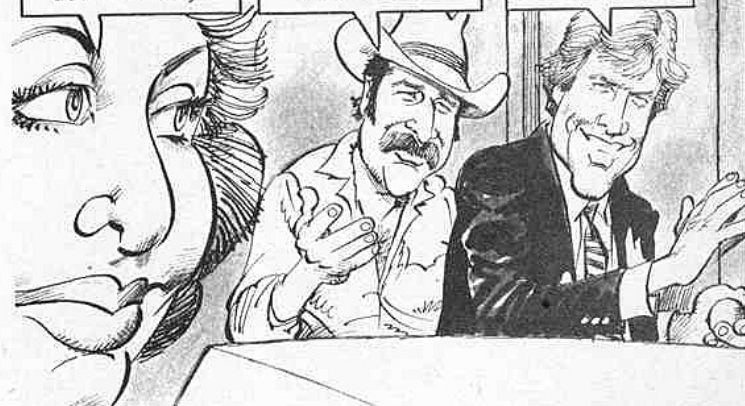
Okay! Let me program the information! First, I have to turn off this "Humor Circuit" so the computer doesn't have a laughing fit at the lack of logic we're displaying here...!

And now, just as soon as I put my hand over the brand name of this computer to protect its identity, we'll have our information...

Okay, here's the dope! Gluttony is conducting an "Anti-Missile Weapons Test And Topless Barbeque Picnic" at noon today!!

I mean, is this whole town laid back, or what?! An "Anti-Missile Weapons Test AND Topless Barbeque Picnic"? Wow! I LOVE it!

What a break!! This may be it! Let's pick up some bombs... some bullets... and our Bikinis, and get out there!!



Something's not exactly kosher about those TWO FISHERMEN! Why are they wearing masks?

They probably would like to work in television again after this show is over!

There's something very suspicious going on!! They're taking pictures!

What's so suspicious about taking pictures?

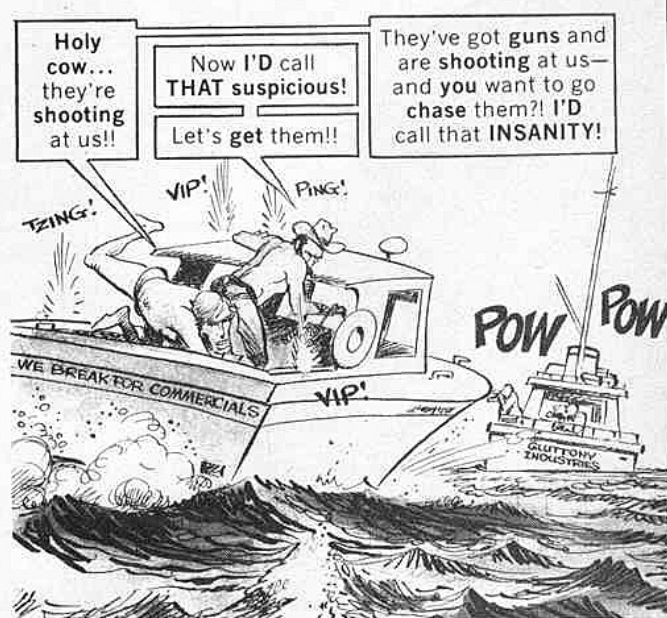
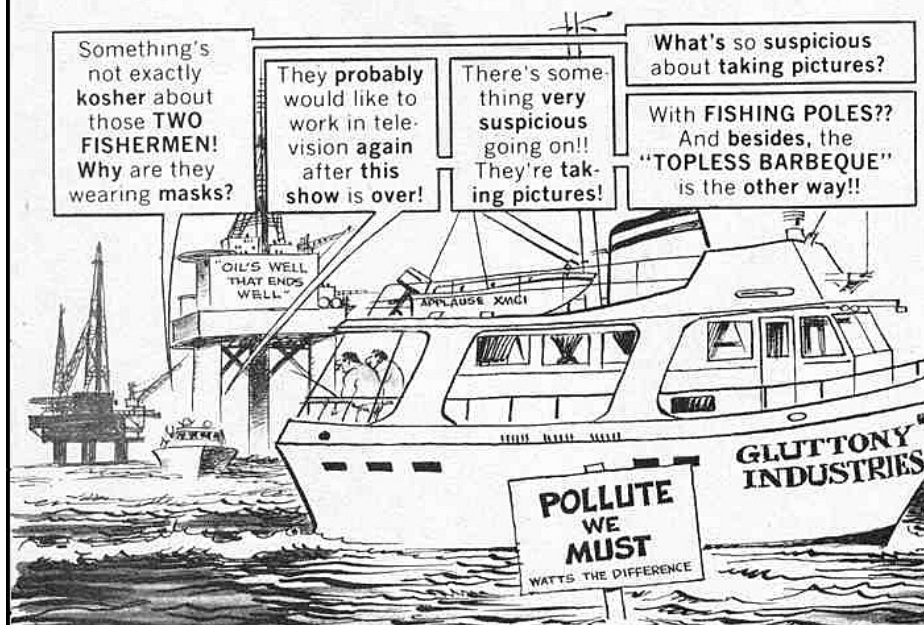
With FISHING POLES?? And besides, the "TOPLESS BARBEQUE" is the other way!!

Holy cow... they're shooting at us!!

Now I'D call THAT suspicious!

Let's get them!!

They've got guns and are shooting at us—and you want to go chase them?! I'D call that INSANITY!



Hey, how come we can beat up these guys who are **bigger** than we are and are **karate experts**?

If you'd paid attention back in the **first panel**, you'd know that **nothing** in this show makes sense!

Why are you stealing **missile secrets** from your own company!

It's a "**cover**" operation! The U.S. won't let us sell weapons to **certain countries**, so we have to make those weapons sales look like **sabotage**!

Okay, where's the **turtle**?

He's already started his **mission**, delivering **microfilm** of our missile test to a sub off shore by following its **sonar sound**!

Thick, this is **no** time to listen to the "**Top Ten**"!

I'm trying to jam the **sonar** with some **cool rock sound**!!

Hey...it's **working**! Here comes **Mock**!!

I still can't figure out why you used a **turtle** to carry the film! Why not use a **courier**...?

Because if a **turtle** is captured, he won't talk!!

Even if he **does**, who'd believe him?

Are you guys really **ex-CIA executives**?

Of course! Who do you think planned "**The Bay Of Pigs**"?!

Well, the Government settled the **Gluttony Industries** case...!

Did they throw the **BOOK** at those dudes?

Not exactly! They were fined **\$500** for **turtle-knapping**—and **Gluttony** got a **billion dollar contract** to develop its **anti-missile missile**!

Hey... I thought this was **SATIRE**, not **REAL LIFE**!!

Boys, I have **bad news**! I just found out you're **NOT** really my **SONS**! There was a **mix-up** at the **hospital**, and...

THESE are my sons!!

DAN AYKROYD and **STEVE MARTIN**... those "**wild and crazy**" **CZECH BROTHERS**???

YOU guys can't do this show!! This is a **CRIME SHOW**!!

We've **Seen** your show, and it **IS** a **crime**!!

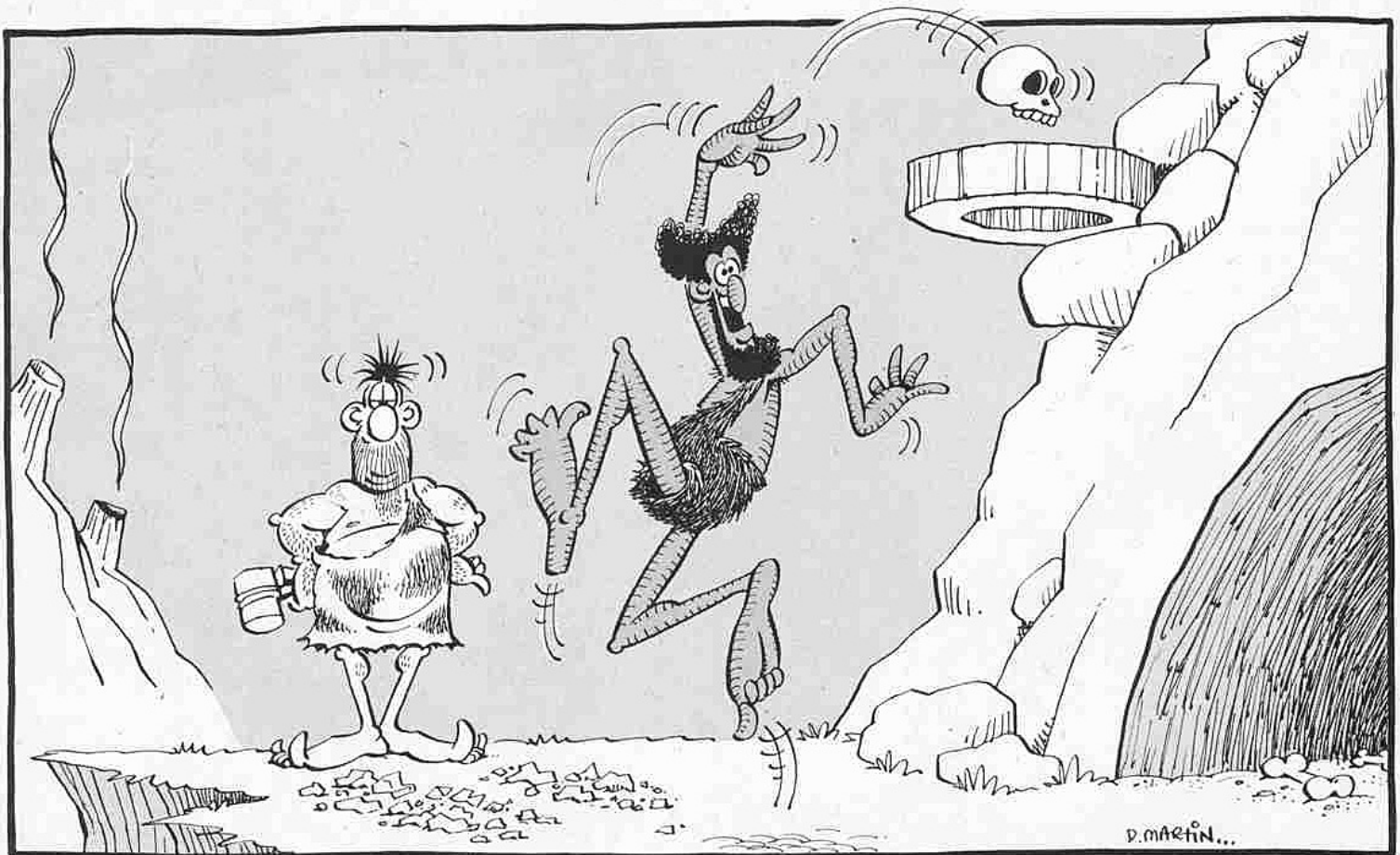
Now, at least, this show will feature **TWO BROTHERS** who are **SUPPOSED** to get laughs!!

Yeah...but do you think you'll be able to **keep up** our great **RATINGS**!

Hey, Man... with the **lead-in** you've got, the **TEST PATTERN** could keep up your great ratings!!

END

ONE PREHISTORIC MORNING WHILE INVENTING



BOMBS AWAY DEPT.

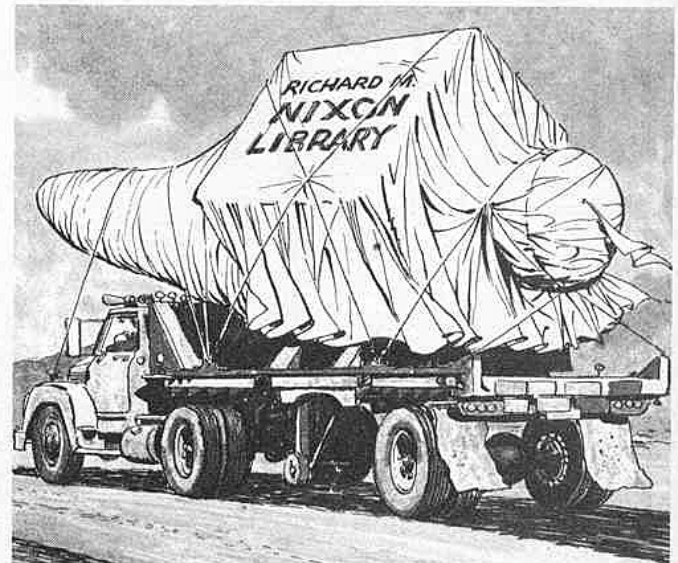
One of the problems facing the Reagan Administration is what to do with the M-X Missiles. Mainly... where to hide them so the Russians won't find them. Now this may be a problem for the big brains at the Pentagon, but not for us bird brains at MAD. We figure there are plenty of places to hide missiles. Lonely, deserted, out-of-the-way spots where no one would ever think to look. To show you what we mean, here are a few MAD suggestions for fool-proof—

PLACES TO HIDE THE M-X MISSILES WHERE THEY WILL NEVER BE FOUND

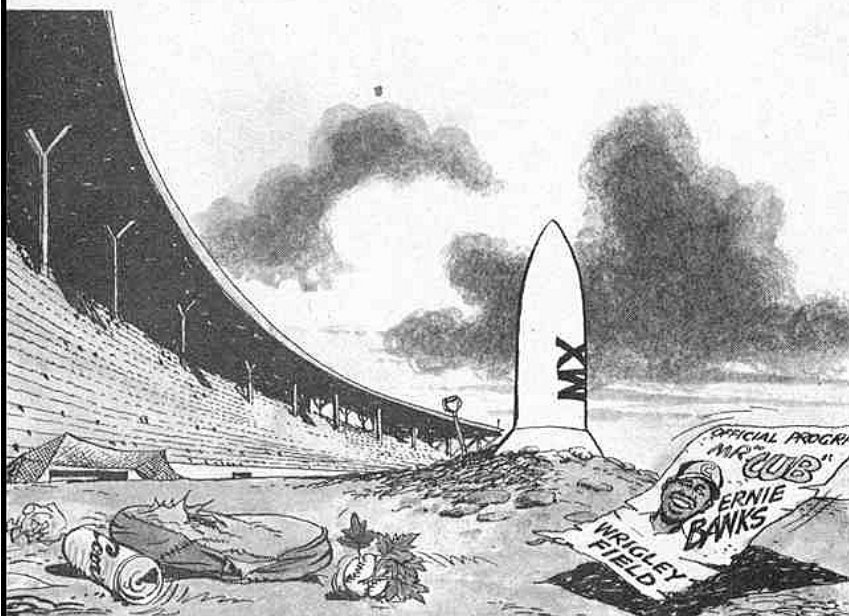
ARTIST: GEORGE WOODBRIDGE WRITER: PAUL LAIKIN



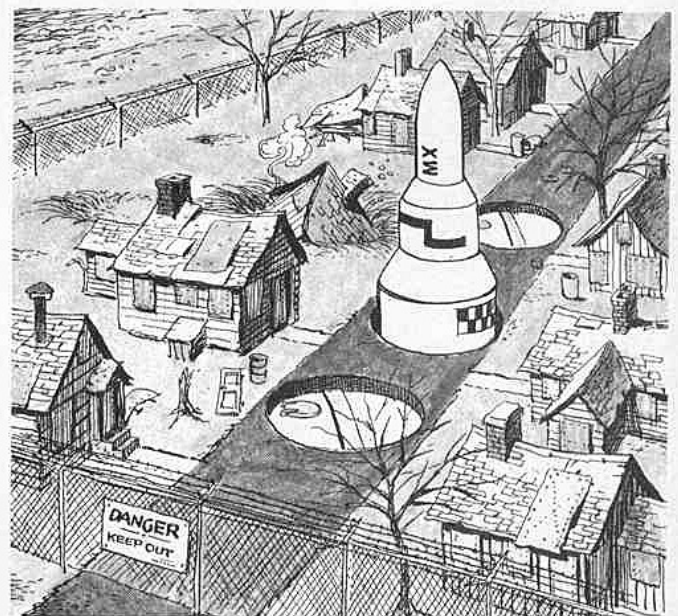
IN CHRYSLER SHOWROOMS AROUND THE COUNTRY



IN THE RICHARD M. NIXON LIBRARY
(wherever they build it)



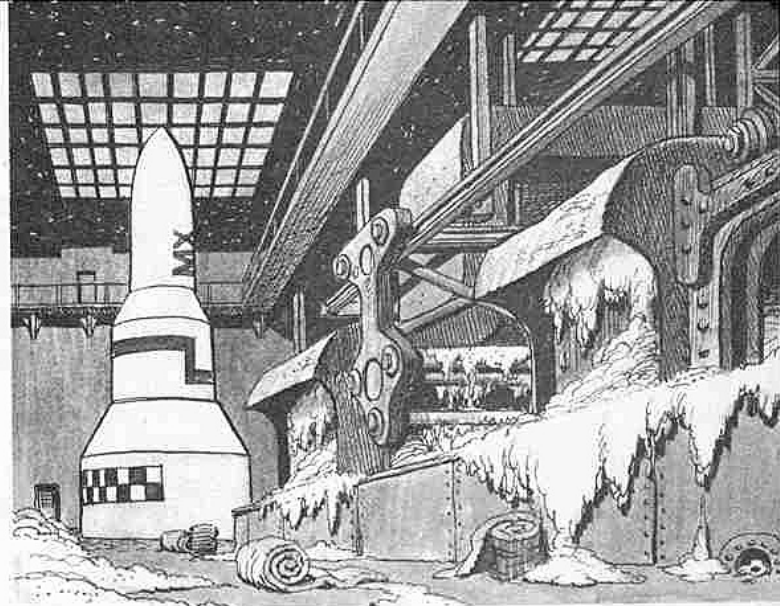
12 IN WRIGLEY FIELD, WHETHER THE CUBS ARE PLAYING OR NOT



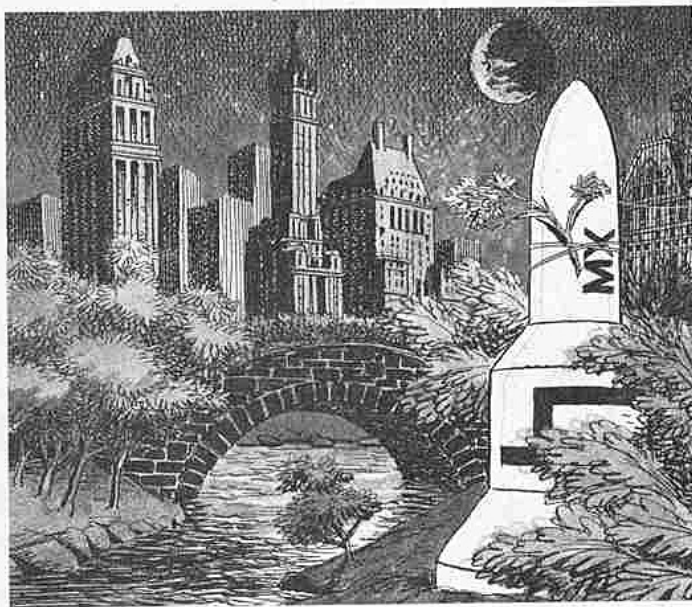
IN ANY HOME ALONG THE LOVE CANAL



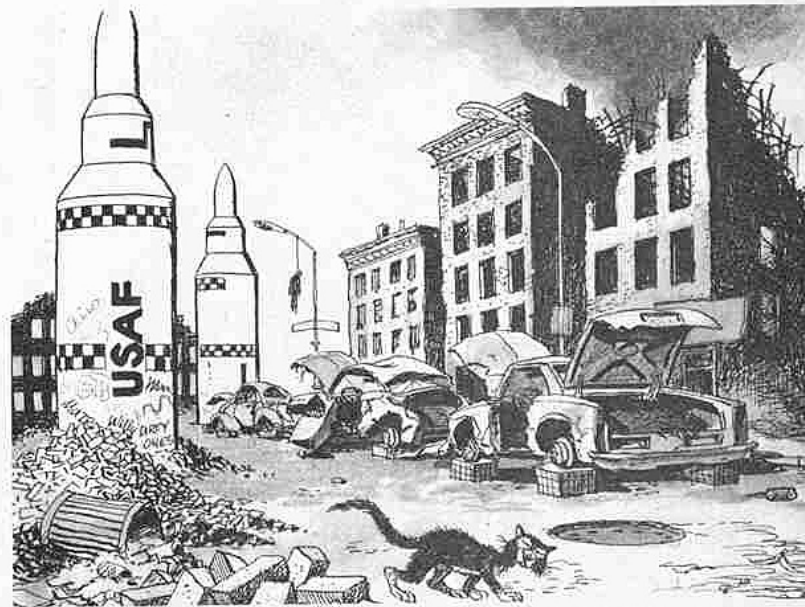
IN ANY "STRAIGHT" BAR IN SAN FRANCISCO



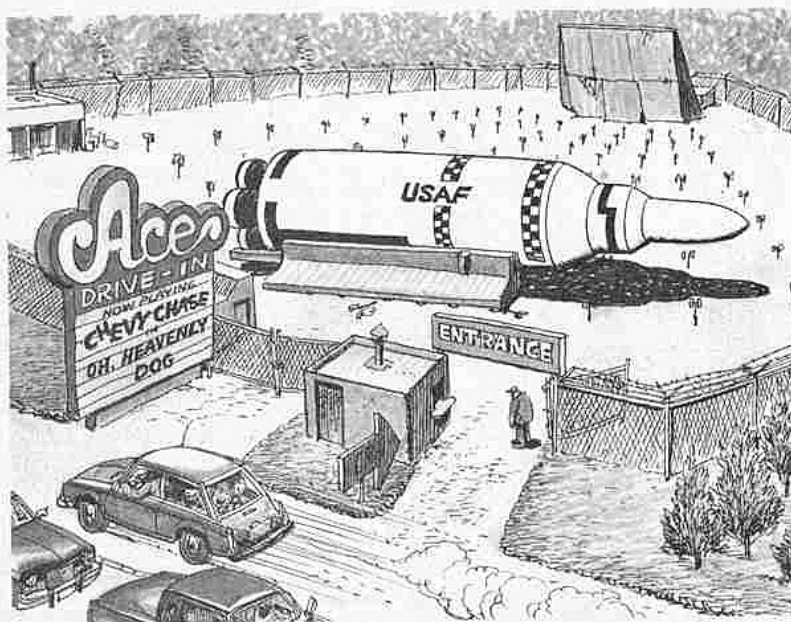
IN ANY ASBESTOS FACTORY AROUND THE COUNTRY



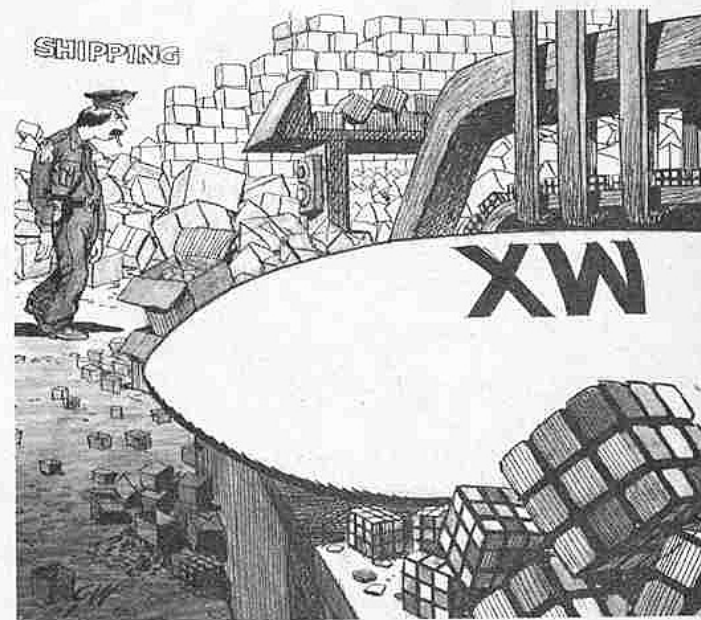
IN CENTRAL PARK AFTER DARK...AND...



IN THE SOUTH BRONX ANY TIME OF THE DAY OR NIGHT



IN ANY THEATER SHOWING A MOVIE WITH CHEVY CHASE



IN ANY RUBIK'S CUBE PACKAGING PLANT

We're all pretty familiar with the kinds of notes us plain, ordinary folks jot down on our desk calendars to remind us of the unexciting, dull things we have to do each day. But have you ever wondered what

A RANDOM MAD COLLECTION OF PAGES FROM CE

MUHAMMAD ALI

March 1963						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

15

Talk to National Geographic Magazine about having me officially named "THE EIGHTH WONDER OF THE WORLD"!

Cancel dental appt. Can't stand the pain of having my mouth open... and not talking!

Call Don King re: next comeback fight... with George Steinbrenner? ...Billy Martin? ...Herve Villechaize

Check into "Weight-Watchers"!

MICK JAGGER

JANUARY

THURSDAY

6

JANUARY						
S	M	T	W	T	F	S
2	3	4	5	6		
9	10	11	12	13		
16	17	18	19	20		
23	24	25	26	27		
30	31					

MAKE TASTEFUL ENTRANCE AT UNCLE BOB'S FUNERAL TODAY. PAINT THE CHERRY-PICKER BLACK.

SET ASIDE THREE SEATS AS A "NO SMOKING" SECTION AT MY NEXT CONCERT...FOR MY FANS WHO DON'T DO POT.

SEND FOR "Learn GUITAR At Home" COURSE--TODAY!

CALL TAILOR. ASK WHY MY PANTS ARE STILL SHAKING WHILE HANGING IN THE CLOSET!

RONALD REAGAN

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FRIDAY

DECEMBER 31

1982

Ask Gacy of Interior Watt why Environmentalists hate him... as soon as he gets back from dedicating the new "GRAND CANYON CONDOS" --

Tell my old Show biz agent I like his idea of doing a cameo role in a film to hype my image with the youth. But what is "Cheech and Chong" ???

Say something nice about broads and colored folks in my next "EQUALITY" speech

BROOKE SHIELDS

FEBRUARY

MONDAY

Ask Mom if I'm too old to date Roman Polanski --

Call Dermatologist re: Is it all right to use turpentine on my skin to peel off my Calvins?

Tell "Penthouse magazine" it's okay to use nude photos of me at age 9 for their "KID PORN" article as long as it's done in good taste!

Confirm Cover Photo Sessions for: "People" "Glamour" "Seventeen" "Motor Trend" "Popular Mechanics" and "Smithsonian"

FEB	
S	M
6	7
13	14
20	21
27	28

kinds of messages famous people leave for themselves on their daily calendars? No? Well, neither do we! But we're on a roll with this terrific introduction, and we can't stop now! So here we go with—

WRITER: LARRY SIEGEL

CELEBRITIES CALENDARS

JOHN McENROE

WOODY ALLEN

JANUARY 1983

Get in shape for Sat.'s big match:
Yell at maid!
Scream at accountant!
Break three lamps!
Work on obscene gestures!

Check why no mail from
"John McEnroe Fan Clubs!"

Check why no
"John McEnroe Fan Clubs!"

Sunday, January 23

March
19

SEND GOLD WATCH TO MY SHRINK
FOR OUR 25th ANNIVERSARY
TOGETHER. (WHO SAID I'M
INCAPABLE OF HAVING A LASTING
RELATIONSHIP!?)

SEND ANGRY NOTE TO SALVATION ARMY
FOR REJECTING MY LAST CONTRIBUTION
OF USED CLOTHING. WHAT DO THEY
MEAN BY "NOBODY'S THAT HARD UP"?

THROW A PARTY FOR MARLON BRANDO.
HE PROBABLY WON'T SHOW UP...
BUT THEN NEITHER WILL I!

JERRY FALWELL

24

Thursday
February
1983

Soften image as Right Wing
Extremist by opening dialogue
with Pinkos and Liberals.
Start today by inviting Billy
Graham to lunch.

Begin filming my new
religious TV show, "God
and Jerry"! (Talk to
producer about order of
title billing!)

Check Bible for
appropriate passages
on the evils of

electronic
games!

Thursday

5

BURT REYNOLDS

Friar Roast this Saturday--
-- Write appropriate zinger
-- Pick out appropriate jeans
-- Choose appropriate hair piece
(ORDER NEW SUPPLY OF GLUE FOR ABOVE)

Call Acting Coach re: Brush-up course
in "CUTENESS"

For my big date with the "Dallas Cowboy
Cheerleaders" tonight, order the
following:

-- Flowers -- Champagne
-- Two dozen satin sheets
-- Paternity suit release forms
-- Oysters and Ginseng
Oxygen tank

FEBRUARY 1983

T	W	T	F	S
1	2	3	4	5
8	9	10	11	12
15	16	17	18	19
22	23	24	25	26

SICKNESS

You look awful! You must be sick! Do you **SMOKE**?

Nope!

Do you **DRINK**?

Nope!

Are you on **DRUGS**?

Nope!

How in heck do you expect to get **BETTER** if you've got nothing to **LAY OFF OF**!?

BERG'S-EYE VIEW DEPT.

THE LIGHTTE

JOGGING

puff... puff... puff...

Hey, Milty...if jogging is so hard on you, why do you **DO** it?

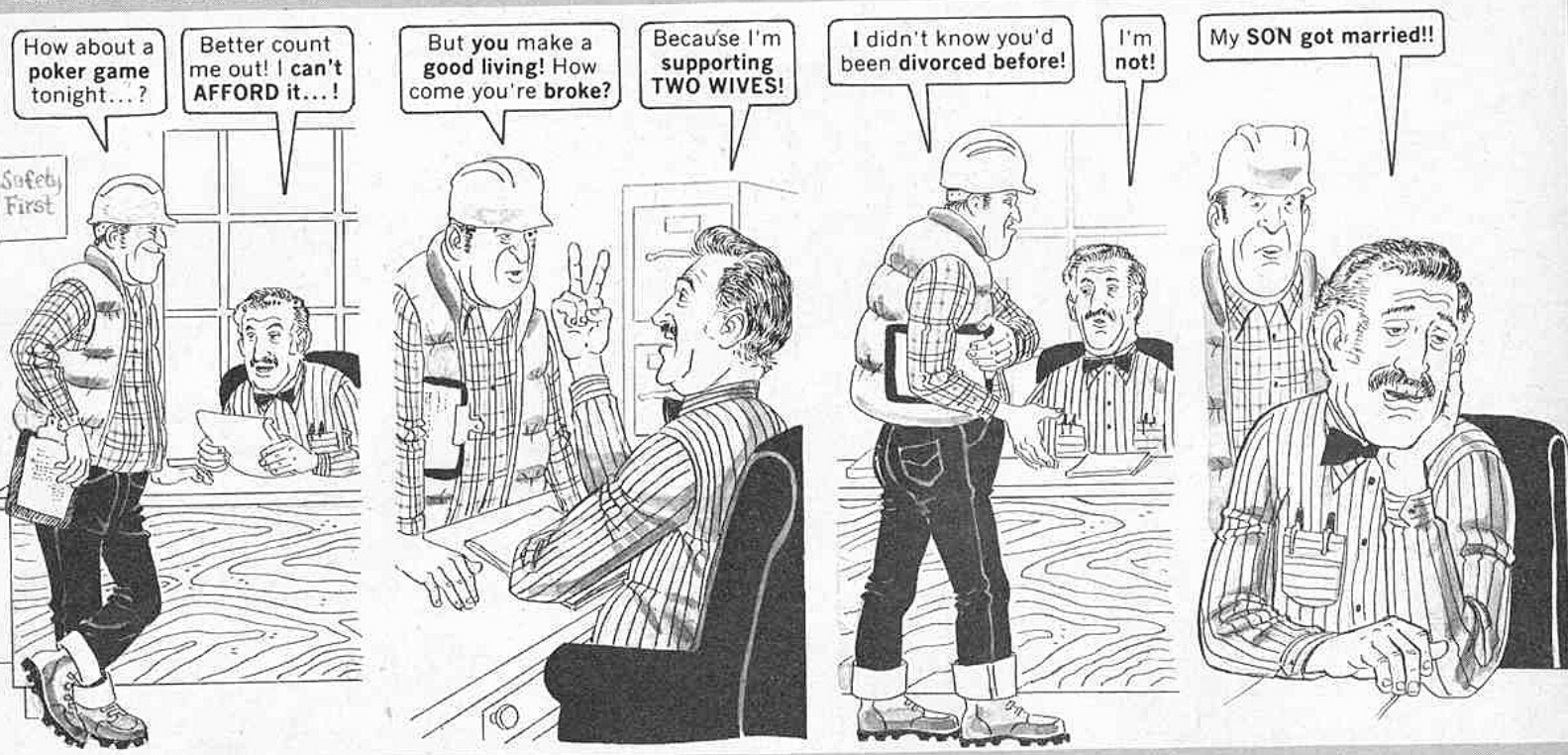
My friends... puff... puff ...talked me **INTO** it!

They said... puff... puff... it would lengthen my life... puff... puff...and it **DID**!

Really?? How... ??

I feel **TWENTY YEARS OLDER**!

MARRIAGE



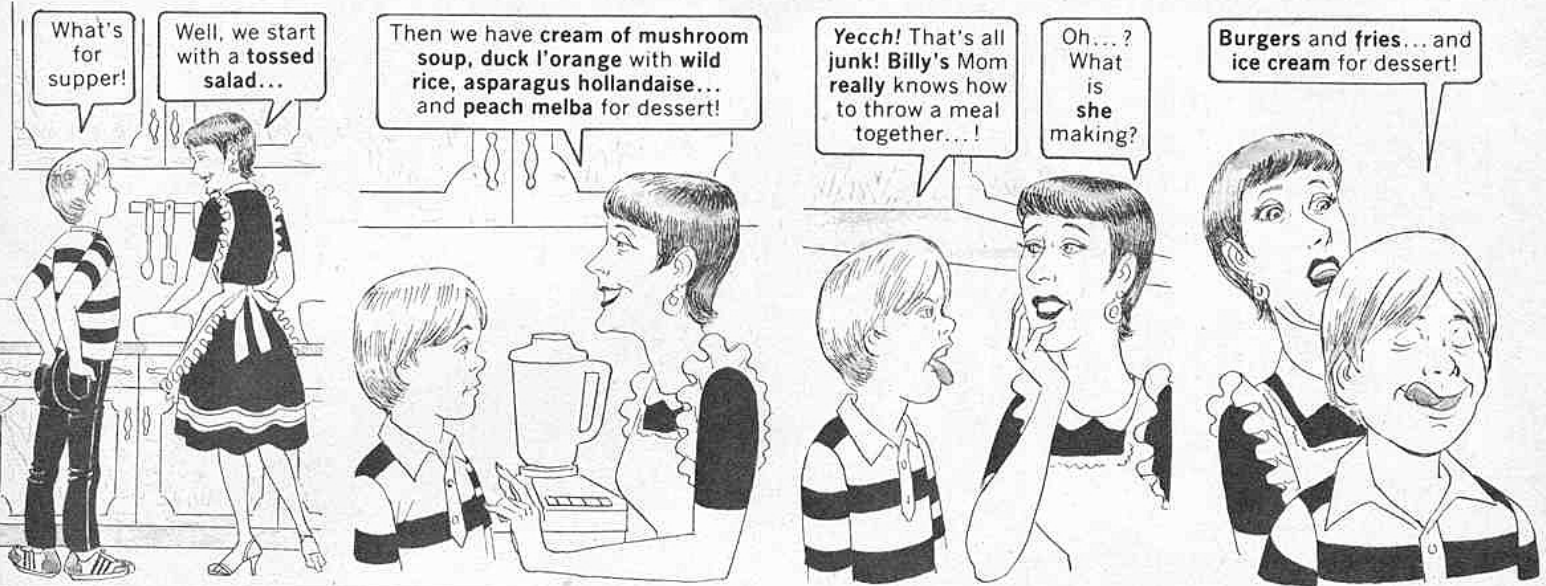
R SIDE OF...

ARTIST & WRITER:
DAVE BERG

SCHOOL



EATING



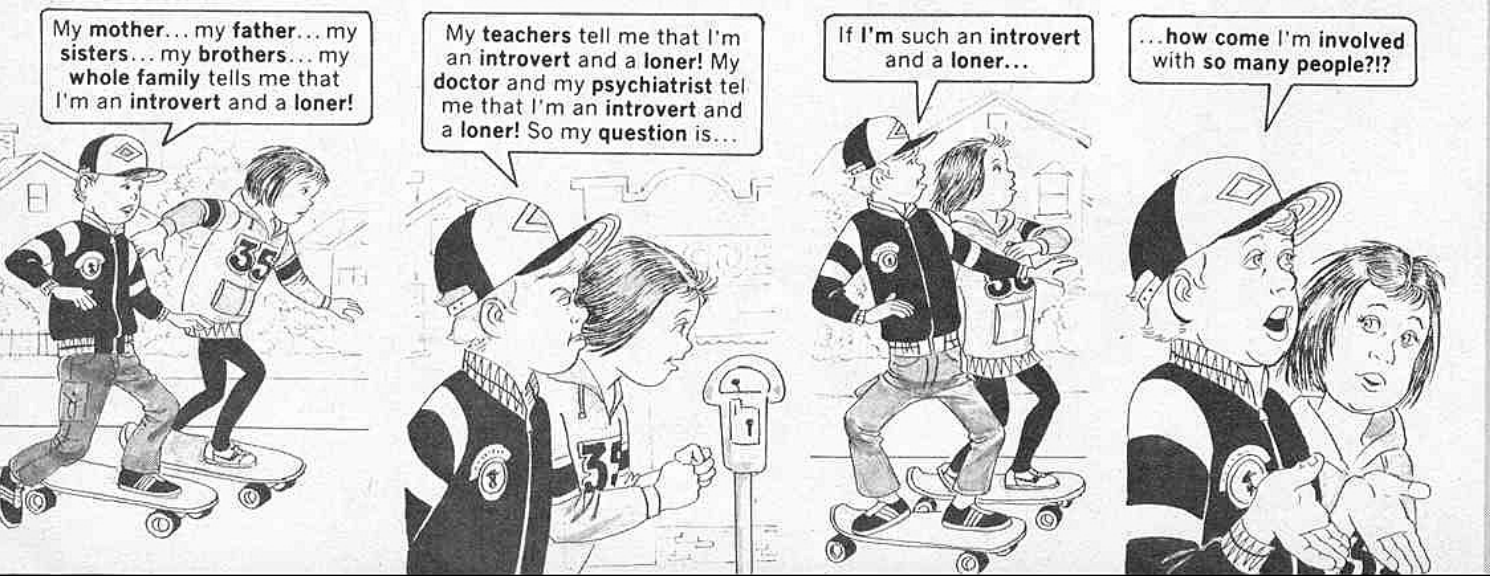
OFFERS



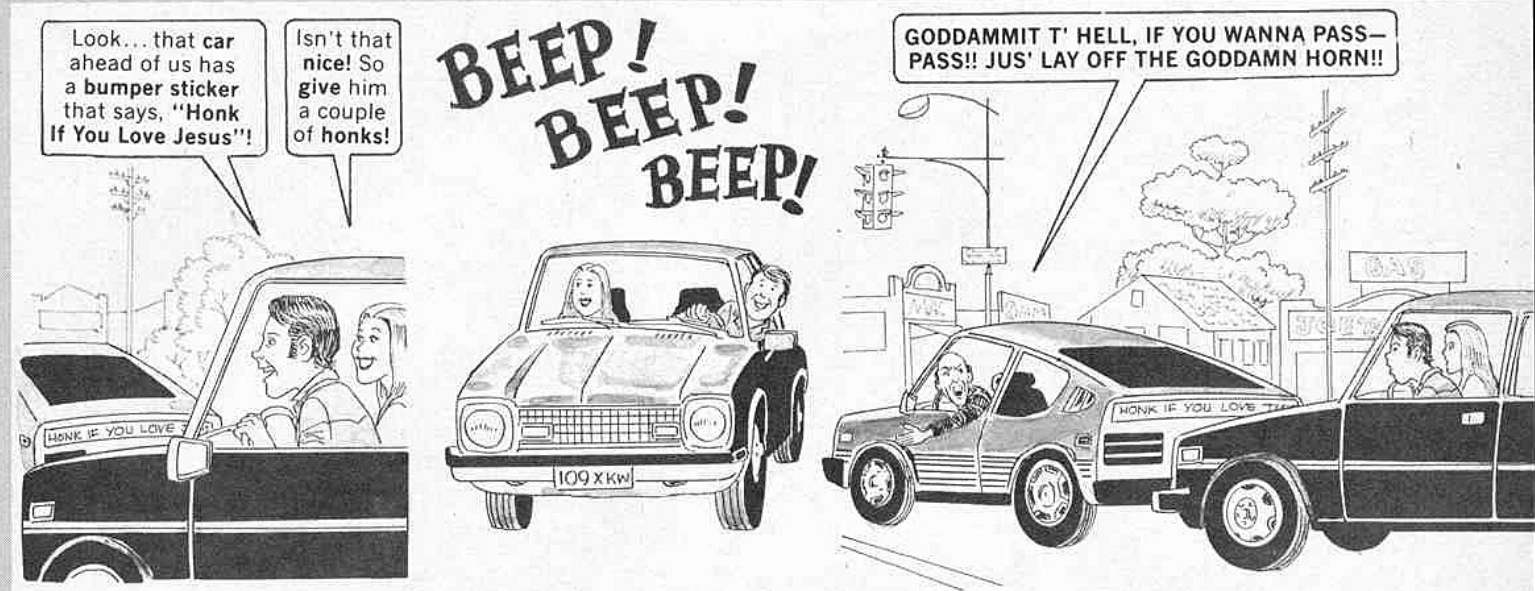
SLEEP



PERSONALITIES



BUMPER STICKERS



LOGIC

Now, I don't even fall asleep when it's time to get up!!



With radio and TV signals bouncing off satellites ...and jet planes and bullet trains and fast automobiles, the world is getting smaller and smaller!



So how come they keep raising the price of POSTAGE STAMPS?!!



PETS

You're bringing a DOG into the dorm?? What's he gonna EAT??

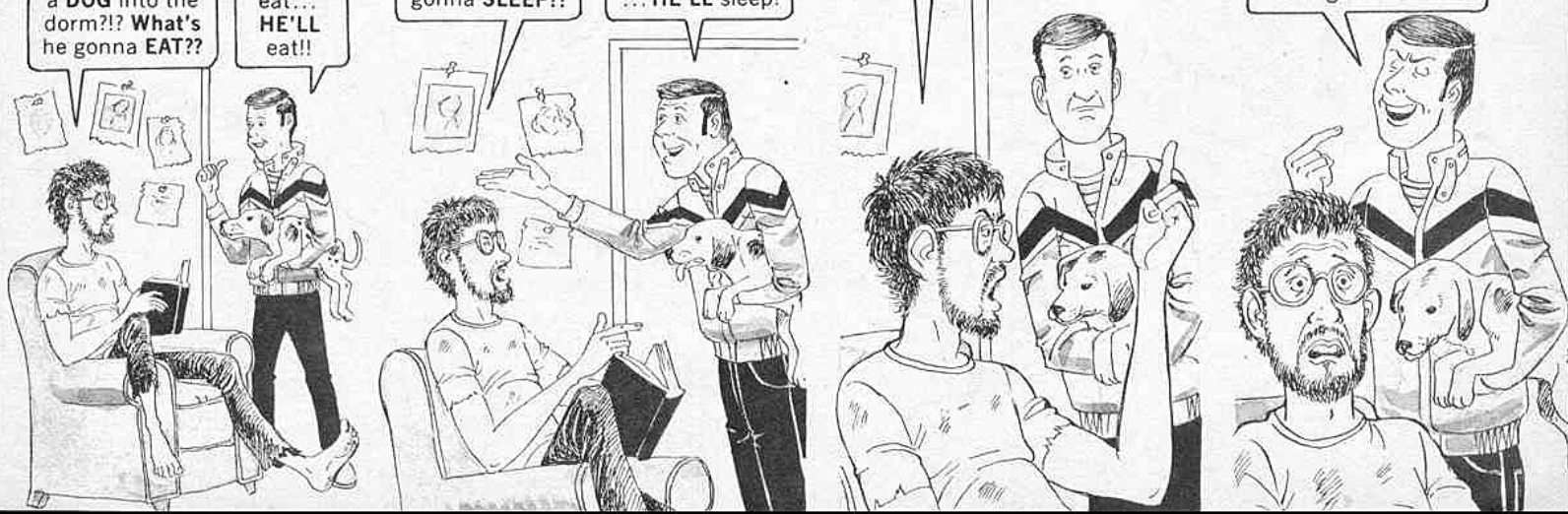
What WE eat... HE'LL eat!!

And where's he gonna SLEEP??

Where WE sleep ... HE'LL sleep!

And what about the SMELL??

If I got used to it... HE'LL get used to it!!



NEIGHBORS



Mr. Kaputnik, I made these delicious doughnuts, and I'd like to offer you some! But I'm afraid I'll spoil your appetite for dinner tonight!

Just one second...



Hmmmm...



You can feel free to spoil my appetite for dinner tonight!!



EMPLOYMENT

I hear you're looking for an ERRAND BOY! I'm available!

Okay, you're hired!

Just one problem! I can only come in after school!

We can work it out!

Suppose you start at four, and work until eight! The pay will be \$30 a week!

Okay...! Now, what kind of Retirement Plan do you have?



TELEVISION

Mel's TV Repair...

My TV set isn't working right!

What seems to be the trouble?

Well, I think the VERTICAL ADJUSTMENT is on the blink!

What makes you think so?

I'm watching the "News Of The Day" right now, and the Anchorman's face is VERY LONG!

Lady, if you hadda deliver today's news, YOU'D have a LONG FACE, TOO!!



David Bero

A MAD LOOK A

A political cartoon by Tom Swick depicting a chaotic scene where a police officer is being sprayed with a fire hose. Protesters on the left hold signs for "MORE MONEY", "FREE THE INDY 500", and "A.E. HENNINGH FOR CONGRESS". A man in a trench coat shouts "W43!" while holding a megaphone. A dog is being hit by the water spray.

22

T BIG-TIME TV

PAUL PETER PORGES



IMMEDIATELY AFTER THE SIGN-OFF ON "FAMILY FEUD"



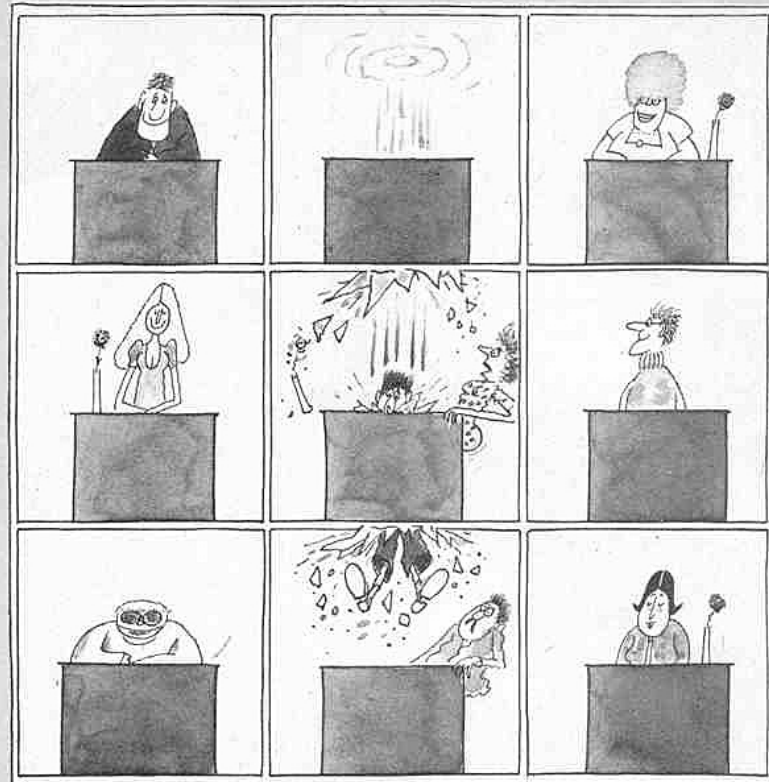
"60 MINUTES" EXPOSING "20/20" EXPOSING "60 MINUTES" EXPOSING "20/20"...



FANS WAITING OUTSIDE THE STUDIO STAGE DOOR FOR DON RICKLES



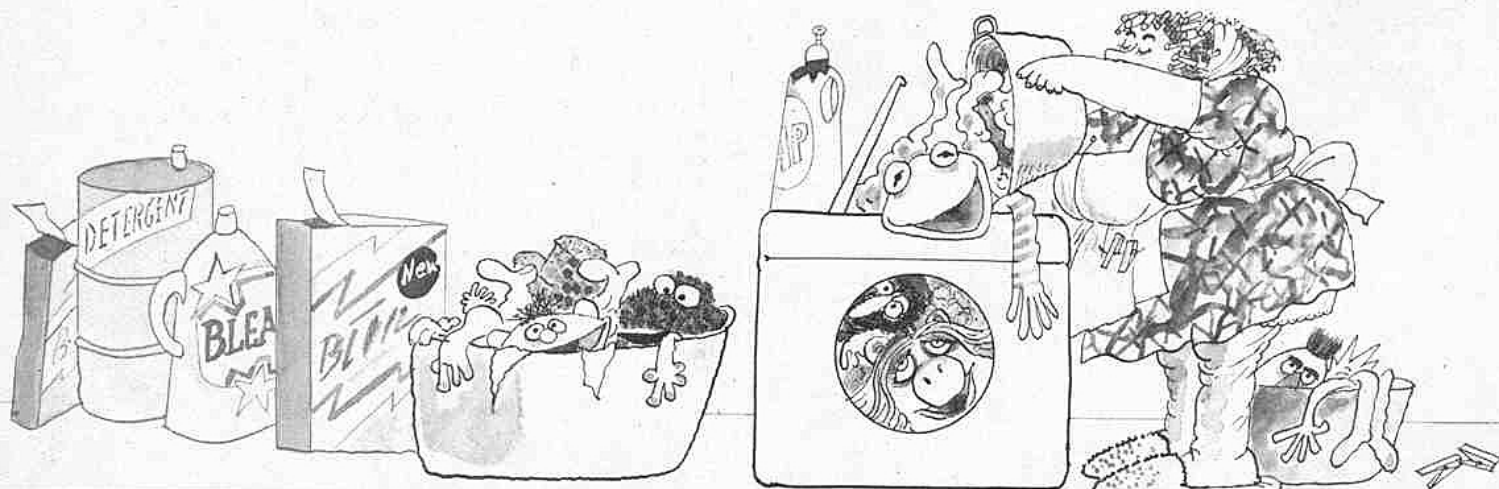
SCHEDULING MIX-UP ON "SERMONETTE"



BREAKTHROUGH ON "HOLLYWOOD SQUARES"



DURING A COMMERCIAL BREAK ON "THE JOHNNY CARSON SHOW"



CLEANUP TIME FOR THE MUPPET SHOW

ARMS ROBBERY DEPT.

President Reagan wants to spend almost two trillion dollars on defense in the next few years. (We spelled out "two trillion" because we don't even know how many zeros there are in a trillion!) This news got us to wondering where all the money would be going. So we decided to check it out by assigning the one man really qualified to investigate this madness, MAD's top investigative reporter, Ed Razzner...who needs the work since he stopped playing Lou Grunt. Anyway, here's Ed's report on



MAD'S "DEFENSE CONTRACTOR" OF THE YEAR

ARTIST: AL JAFFEE

WRITER: LOU SILVERSTONE

Hi! I'm Ed Razzner, hard-hitting, tough reporter for MAD Magazine! I'm here with Mr. Dodd E. Warbucks, MAD's "Defense Contractor Of The Year"!

Mr. Warbucks... why does your company work almost exclusively on Government Defense Contracts?

You **COULD** say I was patriotic!

You want to see America remain strong?!!

No, I want to see **ME** remain **RICH**!

Uh—what's patriotic about that?

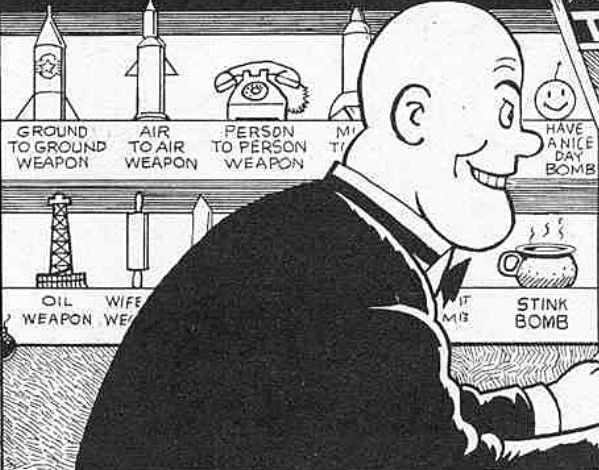
Not much... but it sounds better than saying I'm greedy!

But can't you make as much money by producing products for Civilians...?

Are you kidding?! Those wimps are always looking for **bargains** or **rebates** or **give-away sales**! And in a recession, nobody wants to waste his hard-earned bucks on **overpriced shoddy junk**... except the **Government**! Yes, sir... there is never a recession in **Defense Spending**!!

DEFENSE
WAR PLANT

ASK ABOUT OUR
LAYAWAY PLAN
(WE PLAN TO
LAYAWAY
EVERYONE!)



Mr. Warbucks... wasn't your company caught **over-charging** the Government?

Oh... that was a simple **Bookkeeper's error**!

What happened? Did he make a **mathematical mistake**?

No... the idiot showed the **Government Auditor** the **WRONG SET OF BOOKS**!!

What did the Government do... hit you with a **stiff fine**? Cancel your **contract**? Throw you in the **slammer**?

This isn't **Russia**, y'know! We're **not** dealing with the **Internal Revenue Service**!! All the **Defense Department** does is make you **repay** the money you overcharged them?

That's **ALL** that happened?!

Well... I also had to write on the **blackboard** fifty times: "I won't ever cheat the **Government**"!!



Why does the Government go so **EASY** on the firms that rip it off??

Because we're just like "Family"! The guys in the Defense Department all came from **Private Industry!** And when they **LEAVE** the Government, they'll **return** to it!

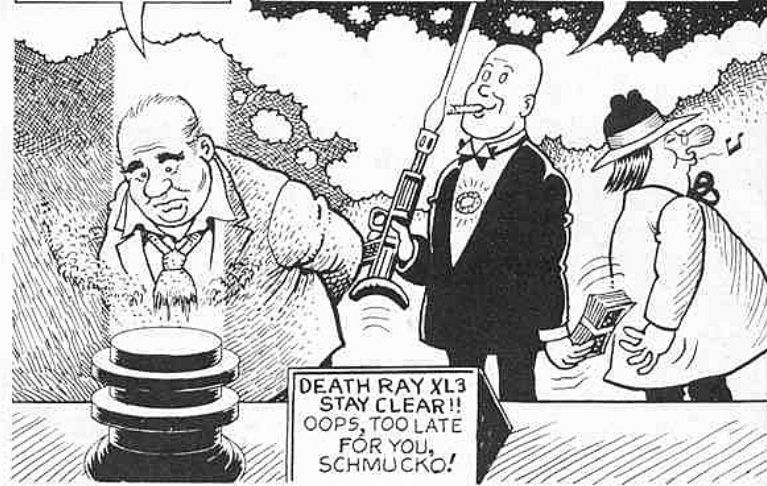
Like **Glitch**, here, my new Vice President in charge of obtaining **Government Contracts!** Welcome back, **Glitch!**
Good to be home, Sir!



By the way... how **DO** you manage to **OBTAIN** so many Defense Contracts...?

The traditional "American Way"! By submitting the **lowest bids...**?

No... by paying the **highest bribes!**
There you go, Senator, and thanks!!



Senator... I'd like to ask you a few questions!

Sorry... but I must invoke Congressional Privilege! It's a matter of security!
NATIONAL security?

No, **MINE!** Anyway, this is a campaign contribution from a concerned citizen!
Very concerned!



No, I wanted to know **why**—with such a huge deficit—the Government is spending so much on defense?

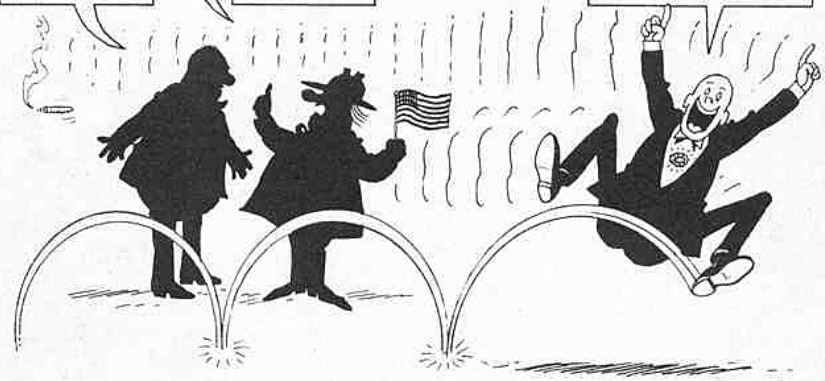
In order to stay **AHEAD** of the Russians, we've **GOT** to have a strong defense!!

But we've **GOT** the capability of destroying every Russian **22 TIMES!!**

Sure... but the Russians can kill every American **45 TIMES!!** We can't settle for second best!!

DEE—fense!! DEE—fense!!

We're Number One! We're Number One!



This is our "Overseas Sales Department"! We sell equipment to the Governments of under-privileged countries so they, too, can enjoy the American Way of Life!

You mean... like tools... and farm implements... to raise food and feed their people...?

Nahhh, we sell them **weapons** to blow their people away!!

OVERSEAS SALES
DEFINITELY NO REFUNDS IF MERCHANDISE IS SELF PROPELLED WHEN RETURNED

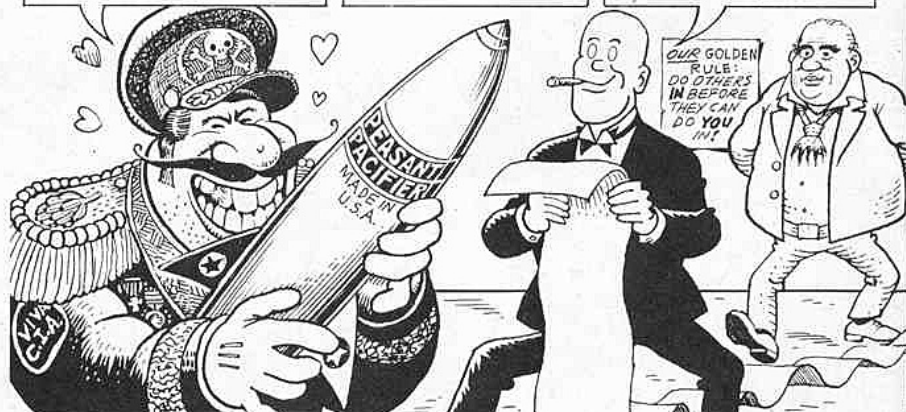


Ayy, Cucaraccha! Thees meesile is just what my Government needs to wipe out the Communist banditos that are trying to destroy our great Democratic Military Junta!!

O.K.! Just fill out this order blank!

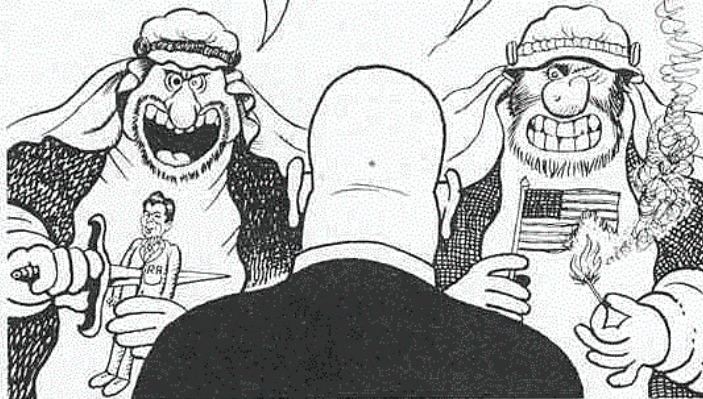
There ees just one slight problema...! my country has a shortage of pesos!

No problema, Amigo! Uncle Sam has a special deal for Governments fighting left-wing insurgents! **No money down, and pay back when you can!**



We demand to purchase your latest fighter planes... to defend our country against Infidels! But, even though you sell us your planes, we will still hate Americans! We will spit on your flag and say bad things about your dog of a President!

That's okay! Insulting our President is an old American tradition! We never let it interfere with business! And if you buy our latest jets, we'll train your pilots to fly them, compliments of the American taxpayer!



Would you sell weapons to a Communist country?

We sell weapons to China... and they got more Commies than anybody!!

That's what free enterprise is all about! That's what makes our country great!

Not to mention making YOU very RICH!



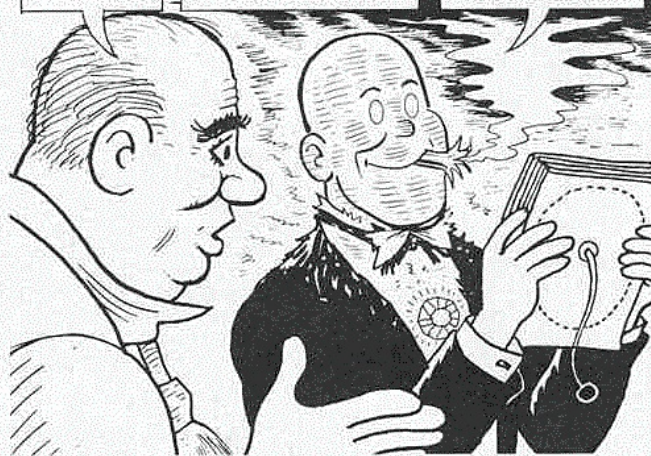
Tell us, Mr. Warbucks, is your firm working on any NEW SUPER WEAPONS?

Armies need other things besides weapons! They SAY an Army travels on its stomach...

Close! If you've ever eaten Army food, you'll know how vital this project is...!!

Oh? Are you making Field Kitchens??

We're making a Portable Latrine!

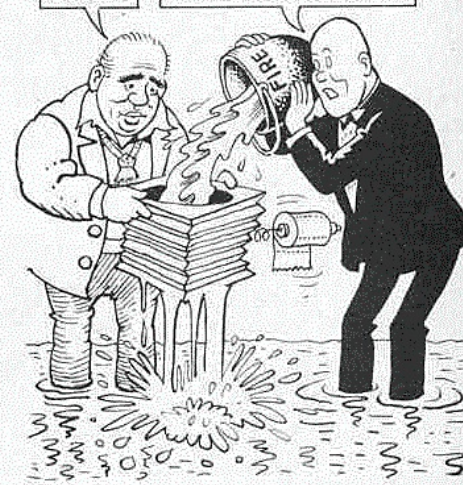


This was our first model of the BMX1 Portable Latrine! It cost \$75 a unit! We called it "The Casper" after Casper Weinberger, the best friend the Defense Industry ever had! All you had to do was pull a tab and PRESTO!



Gee... it looks like it's made out of cardboard!!

It's stronger than cardboard, lighter than cardboard and more flexible than cardboard! Unfortunately, it holds WATER like cardboard!



Well, we went back to the old drawing board, and came up with this beauty—completely water-tight—for a mere \$200 bucks each!

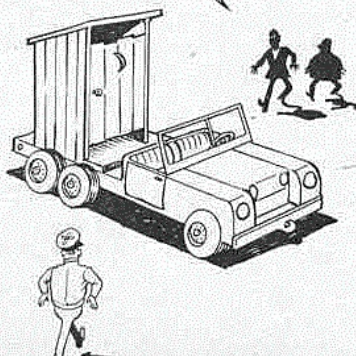
I thought you said this was supposed to be a PORTABLE LATRINE!

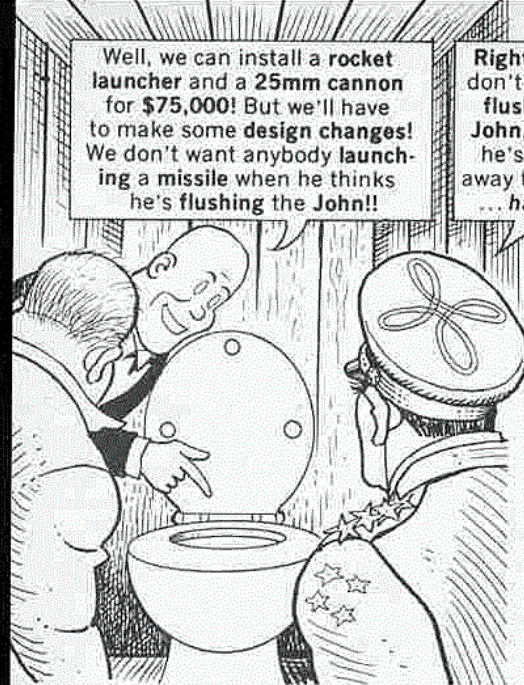
Weightwise, it did present some problems, so we made a few minor design changes and "The Casper" is now a MOBILE UNIT! The price went up a bit also—to \$50,000! But that includes the vehicle, a special seatbelt on the John for use in rough terrain, and a roll of Charmin Toilet Tissue...!!

I'm General Wastemore! I've been put in charge of this project!

How do you like it so far, General?

I'm afraid it needs work! Any G.I. using this will be—you should pardon the expression—a sitting duck! Those Russians would love to catch one of our boys unarmed and with his pants down! So I want some fire-power added to this baby!





Well, we can install a rocket launcher and a 25mm cannon for \$75,000! But we'll have to make some design changes! We don't want anybody launching a missile when he thinks he's flushing the John!!

Right! And we don't want 'im flushing the John, thinking he's blowing away the enemy ... ha-ha-ha!!



Offensively, it's A-Okay! But now I want to test its defensive strength!

Sit down there, boy!

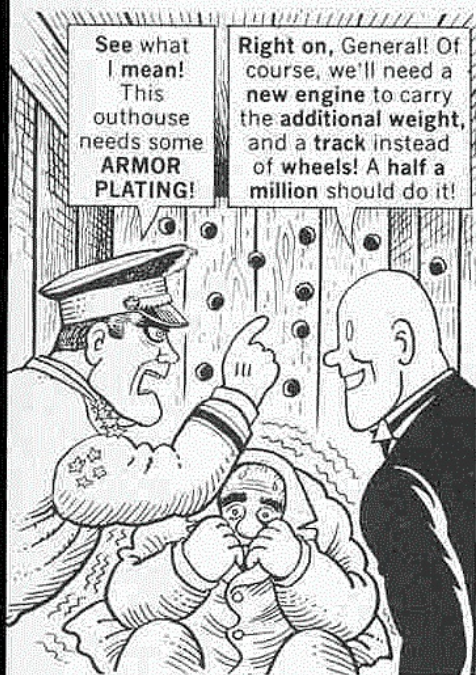
But, Sir! I'm Ed Razzner... tough reporter!

That's an ORDER!!



HALP!

KERBLAM
KERBLAM
KERBLAM



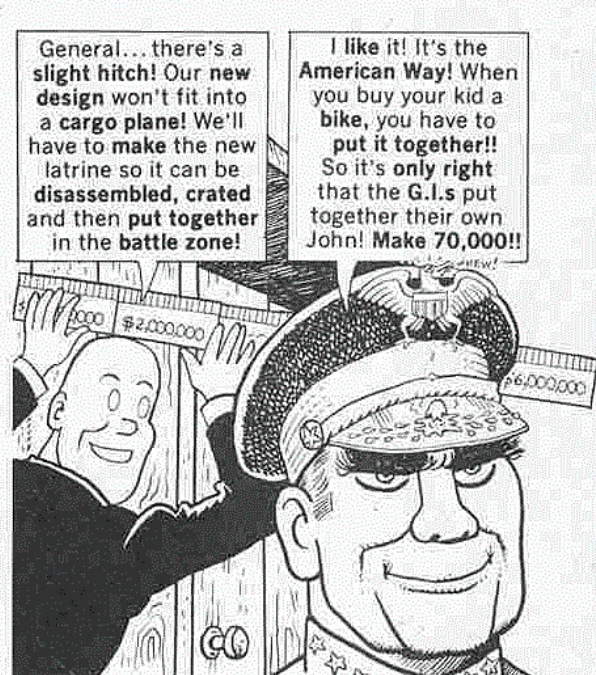
See what I mean! This outhouse needs some ARMOR PLATING!

Right on, General! Of course, we'll need a new engine to carry the additional weight, and a track instead of wheels! A half a million should do it!



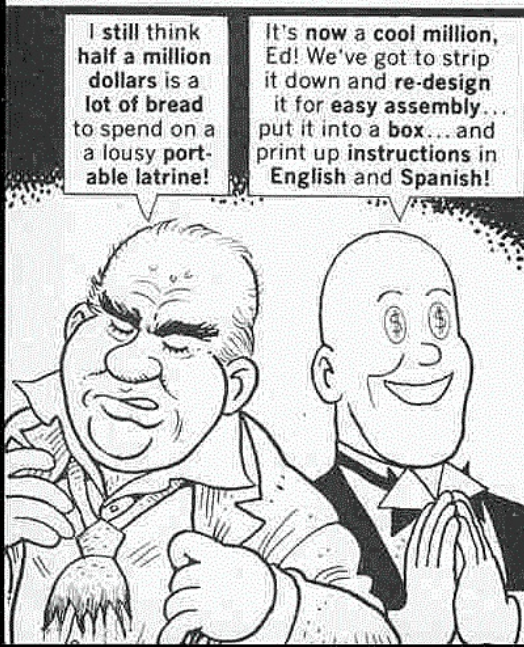
Isn't that a bit steep just for a John?!

Boy, a civilization is judged by its latrines! Take the Russians! If you tried squeezing Russian toilet paper like this, you'd get splinters! Our toilet facilities is one of the things that makes this country No. 1!!



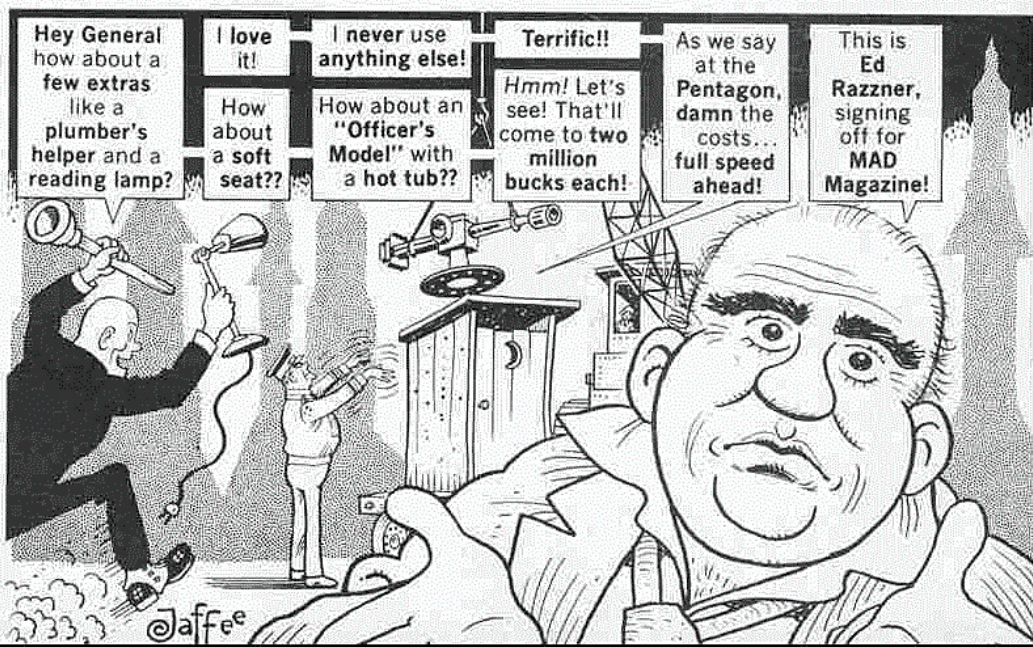
General... there's a slight hitch! Our new design won't fit into a cargo plane! We'll have to make the new latrine so it can be disassembled, crated and then put together in the battle zone!

I like it! It's the American Way! When you buy your kid a bike, you have to put it together!! So it's only right that the G.I.s put together their own John! Make 70,000!!



I still think half a million dollars is a lot of bread to spend on a lousy portable latrine!

It's now a cool million, Ed! We've got to strip it down and re-design it for easy assembly... put it into a box... and print up instructions in English and Spanish!



Hey General how about a few extras like a plumber's helper and a reading lamp?

I love it!

How about a soft seat??

I never use anything else!

How about an "Officer's Model" with a hot tub??

Terrific!!

Hmm! Let's see! That'll come to two million bucks each!

As we say at the Pentagon, damn the costs... full speed ahead!

This is Ed Razzner, signing off for MAD Magazine!

Jaffee

Americans are known for over-doing things, and that tendency has now spread to our current craze over running. The "Boston Marathon," the "New York Marathon" and the "Pike's Peak Marathon" have been joined by a multitude of "Celebrity 10-Kilometer Runs," "Marathons For Charity" and other fund-raising distance races. And before the fad fades, you can look forward to many more... like the ones we're about to "run" past you now in this long-winded article entitled...

LONG DISTANCE RUNS OF THE FUTURE

ARTIST: JACK RICKARD

WRITER: DENNIS SNEE

SUNDAY, APRIL 17, 1983
NBC STUDIO PARKING LOT
BURBANK, CALIFORNIA

A FIRST IN DISTANCE RUNNING!

THE JOHNNY CARSON SUBSTITUTION MARATHON

NOW YOU CAN ENTER A MARATHON AND DESIGNATE ONE OR MORE SUBSTITUTE RUNNERS TO FILL IN FOR YOU DURING THE RACE!

If you're a runner who needs some help over a long distance race, then this one's for you!

JOHNNY CARSON HIMSELF WILL OFFICIALLY START THE RACE—UNLESS JOHN DAVIDSON, JOAN RIVERS OR DAVID BRENNER IS AVAILABLE TO FILL IN FOR HIM.



*Or rather, one of Johnny's guest runners, saying "Come on out and run in part of my Marathon!"

Send In Your Entry Blank Today... Or Designate A Guest Filler-Outer To Fill It Out And Sent It In... And Assure Yourself A Place At The Starting Line!

SEE YOU AND YOUR SUBSTITUTES THERE!



clip and mail today

**ENTRY FORM—THE FIRST ANNUAL MEATLOAF
ONE KILOMETER CARDIAC ARREST MARATHON**

Name _____
Address _____
City _____ State _____ Zip _____

WEIGHT CLASS:

- ☐ Overweight
☐ Way Overweight
☐ Once Jumped Off A Bathroom
Scale And Wound Up In China

CHECK ONE:

- ☐ \$4.00 Entry Fee
Enclosed
☐ \$90.00 Enclosed For Official
Race T-Shirt—Full-Body Size

**FOR RUNNERS WITH LOTS OF HEART
...AND STOMACH, AND THIGHS AND CHOLESTEROL!**

MEATLOAF

ONE KILOMETER CARDIAC ARREST

MARATHON

1ST ANNUAL ONE-KILOMETER CARDIAC ARREST MARATHON

OBESE, OUT-OF-SHAPE RUNNERS OF ANY AGE MAY ENTER!

We want to serve notice that running is not just for the physically fit. Come out and pant, wheeze and maybe even collapse in a race featuring such non-runners as:

ORSON WELLES JACKIE GLEASON WILLIAM CONRAD
SHELLY WINTERS VICTOR BUONO ELIZABETH TAYLOR

...AND YOUR PONDEROUS HOST, MEATLOAF

SUNDAY, MAY 22, 1983

GRIFFITH PARK, LOS ANGELES, CALIFORNIA

OFFICIAL RUNNERS' REFRESHMENTS COURTESY OF "STINKY'S
EXTRA-RICH SHAKES" AND "MARK'S CHEESECAKES OF PASADENA"

THE FIRST AND ONLY MARATHON FOR RUNNERS WHO ALWAYS QUIT BEFORE THE FINISH! **THE ROBERTO DURAN "I GIVE UP"?K RUN**

**THIS SCHEDULED 10K RUN WILL
ACTUALLY LAST AS LONG AS THE
INDIVIDUAL RUNNER WANTS IT TO!**

NO PRESSURE!

**NO OBLIGATION
TO STICK IT OUT!**

QUIT WHEN YOU FEEL LIKE!

The American Runners Association, in conjunction with the Louisiana Boxing Society, in recognition of the precedent established by former World Champion Roberto Duran during his title bout with Sugar Ray Leonard, will host this half-hearted run on

**OCTOBER 13, 1983
BOURBON STREET
NEW ORLEANS, LA.**

Celebrating The 2nd Anniversary Of The Panamanian's "Unconditional Surrender"

**RACE BEGINS—AT 9:00 A.M.
RACE ENDS—WHEN YOU SAY SO!**



ROBERTO DURAN, Honorary Chairman
"This race won't go the distance!"

Any excuse is sufficient for quitting: stomach cramps, leg cramps, no cramps!

Or you can quit for no reason whatever!

ENTRY FEE: \$10.00 (which includes an official "white flag of surrender" in lieu of an official marathon T-shirt)

SIGN UP NOW OR ON THE DAY OF THE RACE!
NOTICE: ANY RUNNER WHO ACTUALLY COMPLETES THE RACE WILL BE DISQUALIFIED!

IT'S ABOUT TIME!

THE CHEYENNE COW PASTURE WATCH-YOUR-STEP MARATHON



GET READY TO RUN... CAREFULLY!

AT LAST...a Marathon with a real Western Flavor! We're gonna show the world that running isn't just for city folks!

RACE BEGINS... at 6:00 A.M. sharp! Before the cows come out, and also when the course is a lot harder to distinguish!

WESTERNERS and out-of-towners are equally welcome to enter!

A SPECIAL AWARD WILL BE PRESENTED TO THE RUNNER VOTED AS THE RACE'S BEST C.P.A. (COW PIE AVOIDER).

SATURDAY, JULY 2, 1983
THE JOHNSON RANCH



IT'S A MARATHON TO SEPARATE THE MEN FROM THE BOYS... AND BOTH OF THEM FROM THEIR WALLET!

**THE DETROIT INNER CITY
10K "RUN FOR YOUR LIFE"**



TEST YOURSELF!

Check out your respiratory limits under a high pressure situation!

ACCEPT THE CHALLENGE!

Try crossing a downtown American city on foot, something the experts say simply cannot be done anymore!

MAKE NEW FRIENDS!

Join the only long distance race where running in large groups is mandatory!



BEGINNING 9:00 A.M. (BROAD DAYLIGHT)
SUNDAY, JUNE 12, 1983
AT THE RENAISSANCE CENTER, DOWNTOWN

Your \$8.00 entry fee includes a T-shirt, a can of mace and an Inner-City Phrase Book, should you need to ask directions of the natives during the ordeal.

*** SPONSORED BY: ***

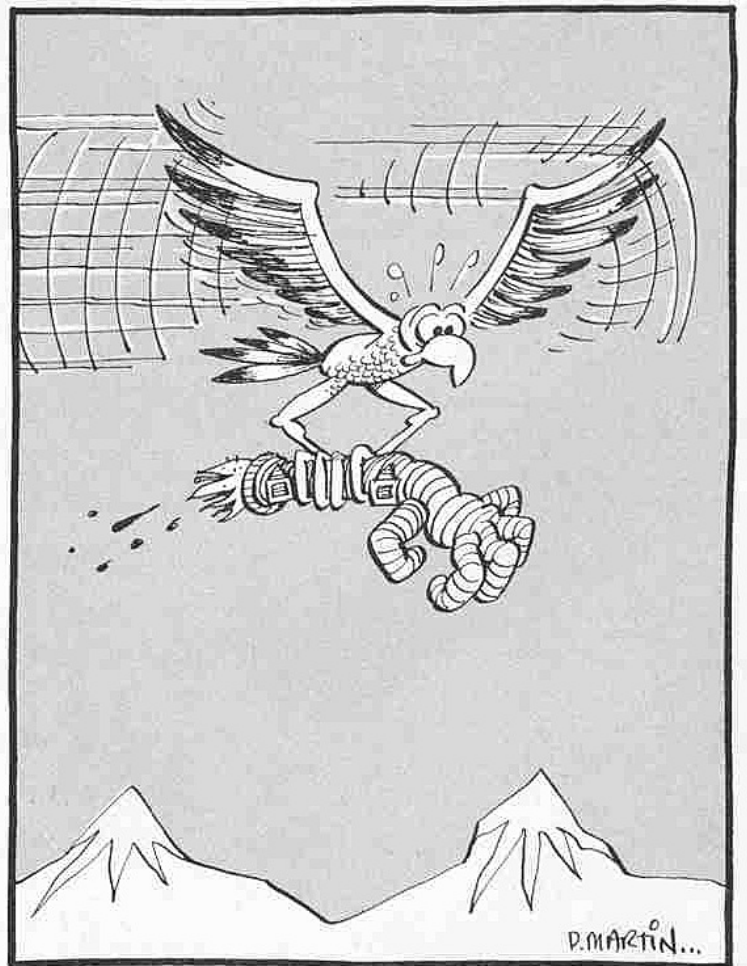
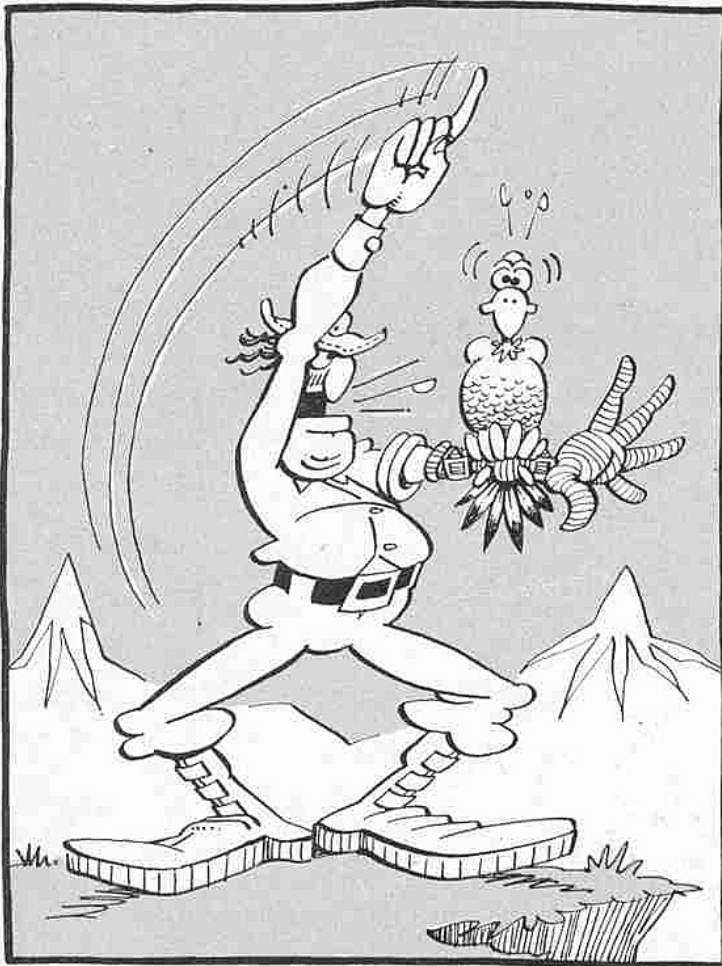
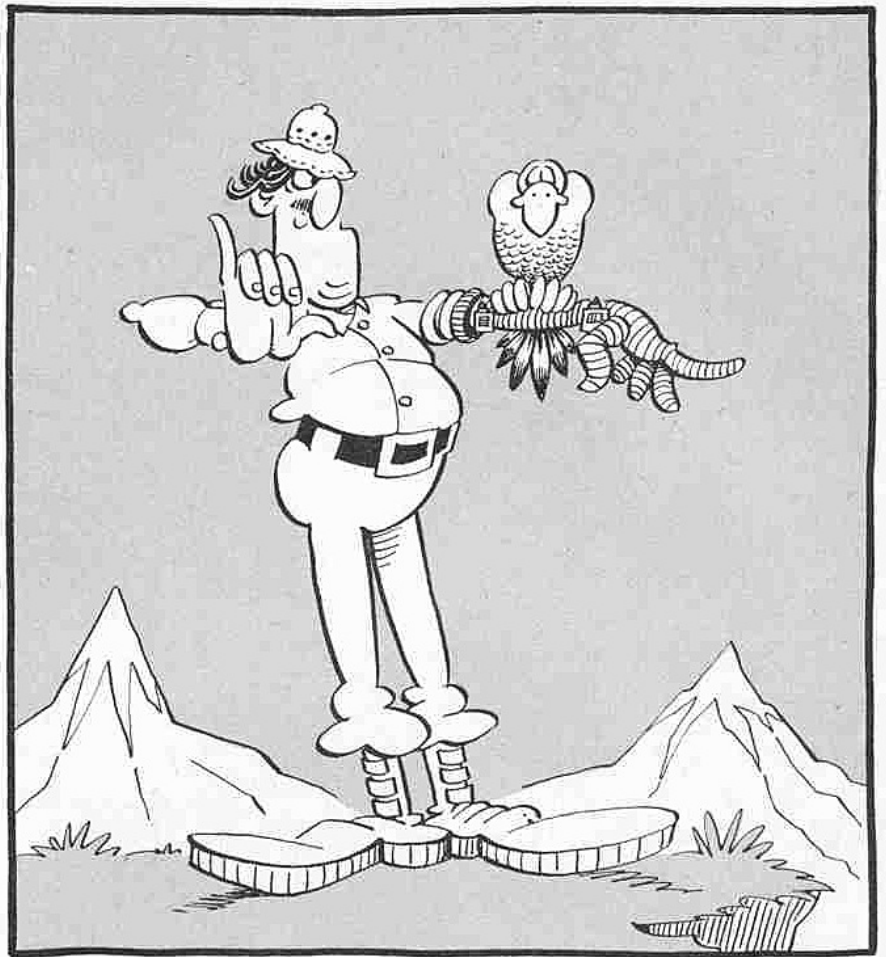
American The Downtown Murphy's Bullet-Proof
Urban League Athletic Club Jogging Suits

SPECIAL ATTRACTION:

Recording star Roy Orbison will officially start the race after singing his hit, "Running Scared"!

REGISTER NOW!!

ONE MEDIEVAL AFTERNOON WHILE FALCONING



Who knows what a "Non Sequitur" is? Hands, please! Two... three... four! How soon you forget! Because it was just eight short years ago (July, 1974) that we explained what it is... when we ran an article called "Parental Non Sequiturs." Remember? Hands, please! Five... six... seven! Okay, we'll try again. You know how whenever you tell your parents something, no matter how important it is to you, it becomes nothing more than another opportunity for them to zap you with a criticism? Hands, please! Eight million... nine million... ten million! Well, when they do that, they're answering with a "Non Sequitur"—which is Latin for "It does not follow!"—and explains why Latin isn't spoken much any more. In other words, a "Non Sequitur" is something that's said... in response to something that's said... which doesn't make any sense. Like this stupid introduction! So read the article already! It's shorter, and you'll get the idea with:

MORE PARENTAL NON-SEQUITURS

ARTIST: PAUL COKER



WRITER: STAN HART

WHAT YOU SAY TO YOUR PARENTS:

I just made First Class Scout!



WHAT YOU HOPE THEY WILL SAY:

It doesn't surprise us, Son!

That's because you're a first class person!



WHAT THEY WILL PROBABLY SAY:

If they gave merit badges for dirty fingernails, you'd be an Eagle Scout!



WHAT YOU SAY TO YOUR PARENTS:

Good news! I passed my Drivers Test!



WHAT YOU HOPE THEY WILL SAY:

Let's have our new driver take us for a spin!!

My little baby, driving a car! How time flies!



WHAT THEY WILL PROBABLY SAY:

You can remember the answers to the Drivers Test, but you can't remember to put the cap back on the toothpaste!



WHAT YOU SAY TO YOUR PARENTS:

My science teacher says I could be another Albert Einstein!



WHAT YOU HOPE THEY WILL SAY:

I'm so happy for you!!

Now it's important to choose the right college!



WHAT THEY WILL PROBABLY SAY:

I'll bet Einstein never forgot to clean the ring around the tub every time HE took a bath!!



WHAT YOU SAY TO YOUR PARENTS:

Boy... out of two hundred applicants, they picked ME for the job!



WHAT YOU HOPE THEY WILL SAY:

Son... if they'd had two hundred THOUSAND applicants, they STILL would have picked you!!



WHAT THEY WILL PROBABLY SAY:

If they'd seen how you spend all your time playing those stupid video games, they'd KNOW how terrific you are!!



WHAT YOU SAY TO YOUR PARENTS:

Mom, Dad... Arthur just popped the question... and I said "Yes!!!"



WHAT YOU HOPE THEY WILL SAY:

I'm so happy for you! Arthur's one lucky guy!

My baby...! My baby...!



WHAT THEY WILL PROBABLY SAY:

And just how long do you think it'll last when he sees how you leave your clothes laying around everywhere?!!



WHAT YOU SAY TO YOUR PARENTS:

My I.Q. results put me in the country's top ten-percentile!



WHAT YOU HOPE THEY WILL SAY:

Not only are you the sweetest girl in the world...

... you're also one of the very smartest! You're just perfect!



WHAT THEY WILL PROBABLY SAY:

I guess in your percentile, it's perfectly all right to go around looking like a slob!!



WHAT YOU SAY TO YOUR PARENTS:

I was elected School President today... by a landslide!!



WHAT YOU HOPE THEY WILL SAY:

Today, President of the School! Tomorrow, President of the United States!!



WHAT THEY WILL PROBABLY SAY:

Tell me, Mr. President! When was the last time you took the dog for a walk?!



WHAT YOU SAY TO YOUR PARENTS:

Mom! Dad! I just found out that I made the Dean's List this semester!



WHAT YOU HOPE THEY WILL SAY:

We always knew how smart you were!!

And now everyone else will know!!



WHAT THEY WILL PROBABLY SAY:

You come home late for dinner one more time, and I'll "Dean's List" you one... right across your face!



NOW THAT EVERYONE SEEMS TO BE DRIVING CARS WITH THOSE "PERSONALIZED" LICENSE

PERSONALIZED FOR FICTIONAL AND HIS

ARTIST: BOB CLARKE

FOR ATTILA

HUN-1

FOR TARZAN

SWINGER

FOR VINCENT

GO X GOGH

FOR NIKOLAI LENIN

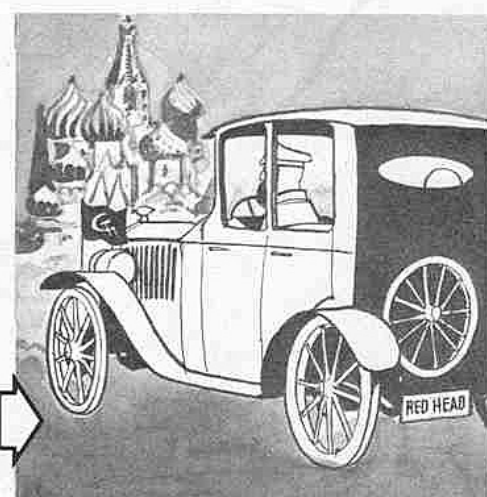
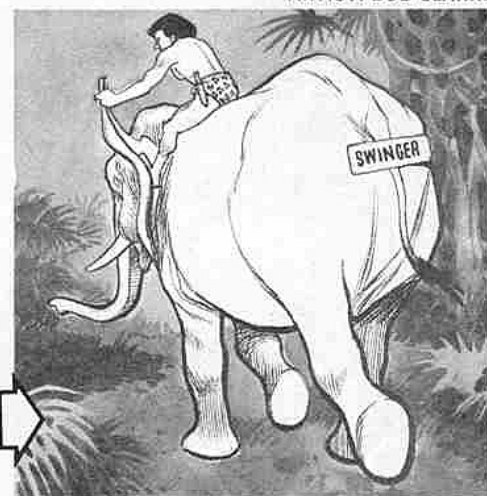
REDHEAD

FOR MARCO POLO

KHAN MAN

FOR EVE

1ST LADY



PLATES, LET'S TAKE A MAD LOOK AT WHAT IT WOULD'VE BEEN LIKE IF THERE'D BEEN

LICENSE PLATES

HISTORICAL CHARACTERS

WRITER: FRANK JACOBS



FOR ADOLF HITLER

HEIL ME

FOR GEORGE PATTON

%#@&!!

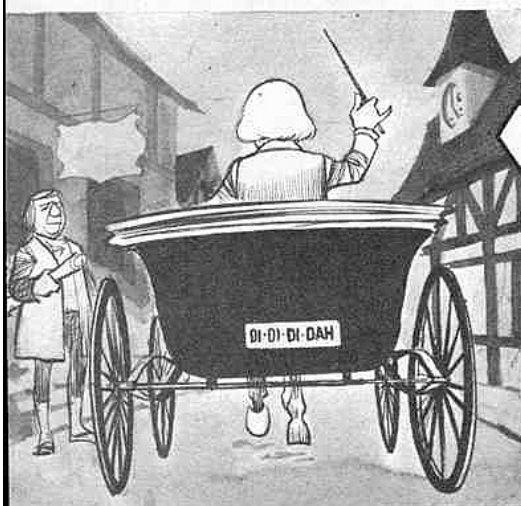
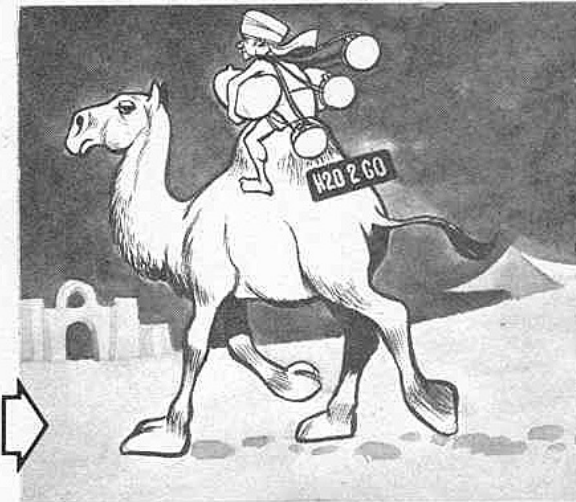


FOR THE MARQUIS
DE SADE

BEAT IT

FOR GUNGA DIN

H²O 2 GO



FOR BEETHOVEN

DI-DI-DI-DAH

FOR MOSES

TAKE 10



SICK HUMOR DEPT.

LITTLE-KNOWN AND RARELY DIAGNOSED

MAD

"PARKING LOT FOOT FATIGUE"



"FRIGID FREEZER FINGERS"



"AUTOMATIC DOOR CONTUSION"



"CANNED DELICACY NAUSEA"



"THE SOAP AISLE SNEEZING ATTACK"



AILMENTS

CONTRACTED AT...

SUPERMARKETS

ARTIST AND WRITER: DON EDWING

"THE SPEEDING BASKET BASHED ANKLE"



"THE LONG LINE ANGER SPASMS"



"THE CHECK-OUT COUNTER CRUSHED HUSBAND"

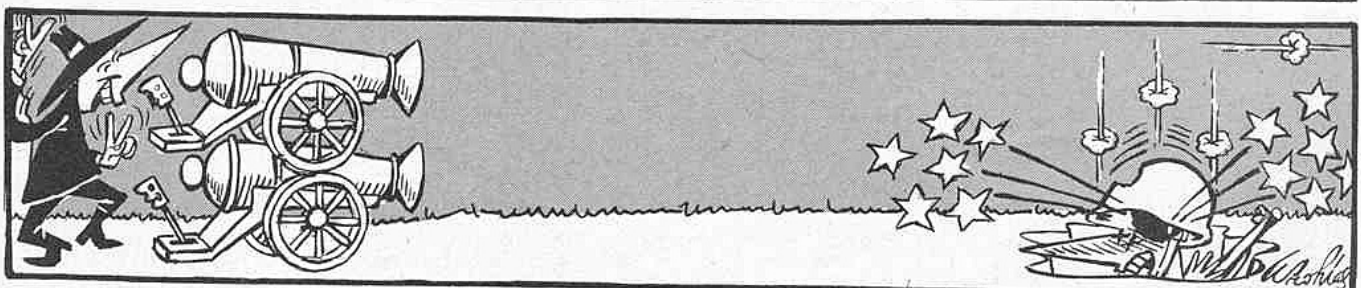
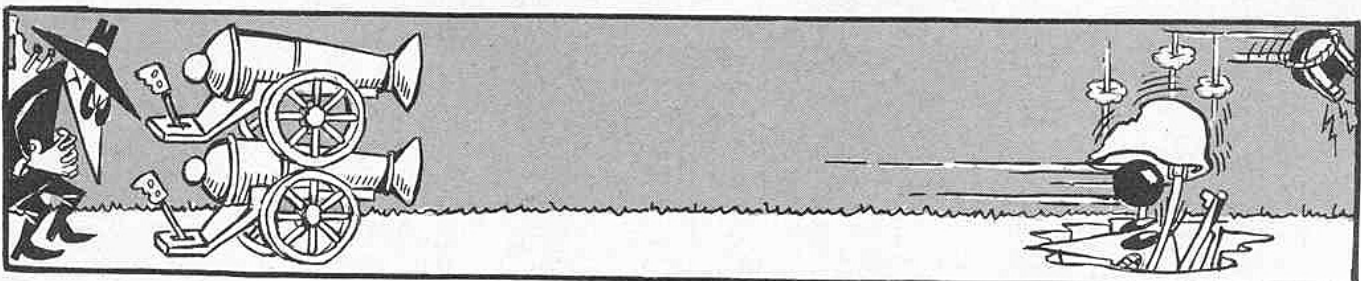
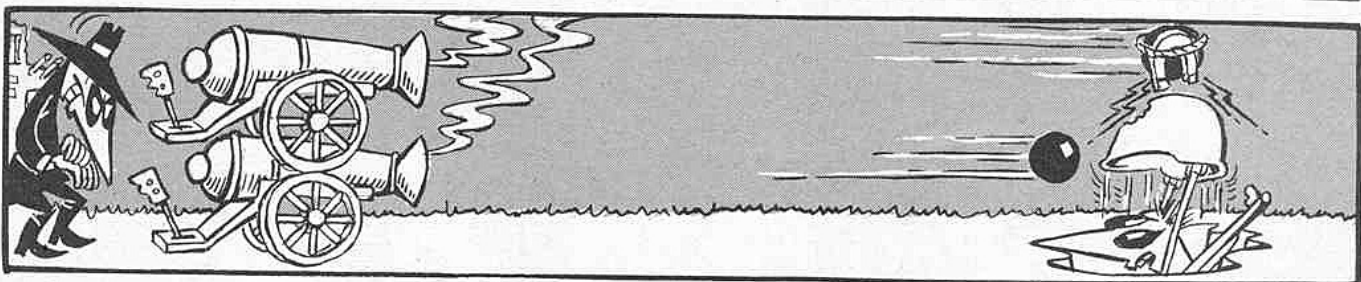
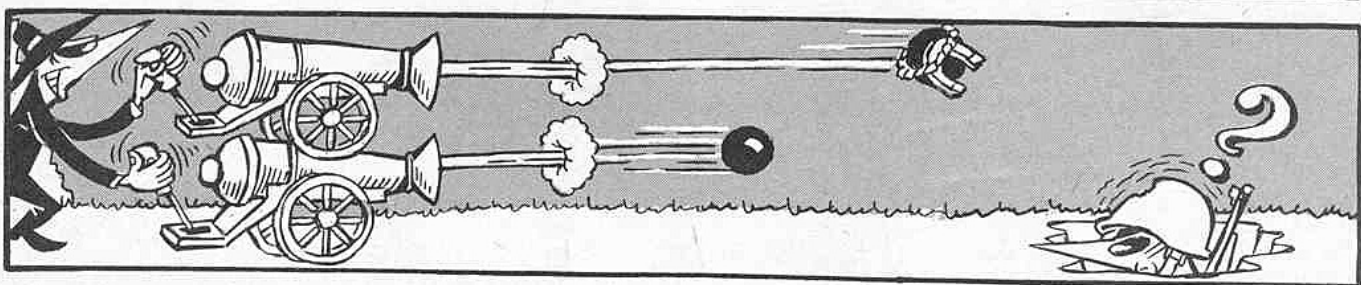
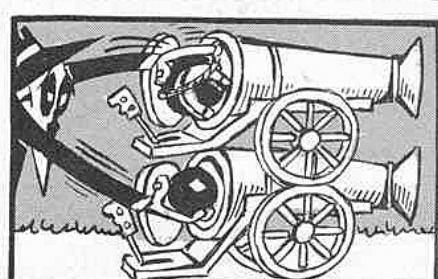
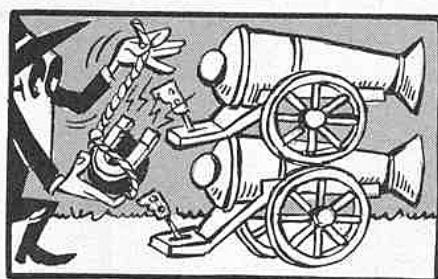
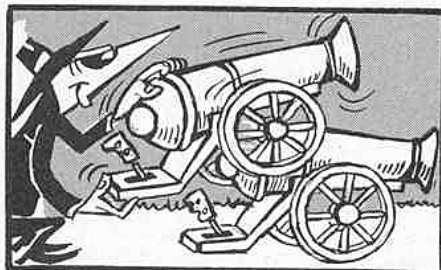
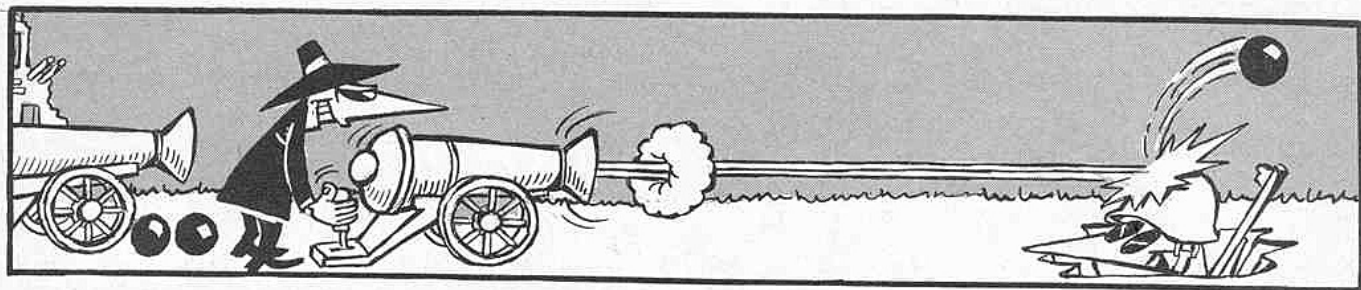
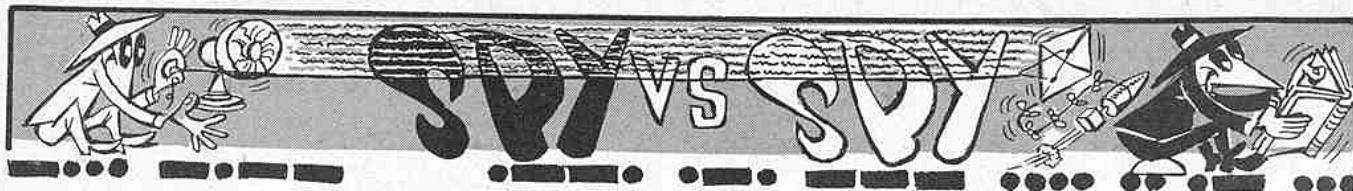


"THE CHECK CASHING ANXIETY ATTACK"



"THE CASH REGISTER TOTAL JAW DROP"





WHISKEY WITH AN AMBULANCE CHASER DEPT.

Want to see a picture that deals with important, contemporary problems? A picture that makes you feel as if you've had an enriching experience and that it was worth the five bucks you paid to see it? So would we—and we'd appreciate your letting us know where one is playing! Meanwhile, we'll try to be content with movies like:

ARTIST: ANGELO TORRES

WRITER: STAN HART

THE VERDICCCH

I'm Hank Gallon!
I used to be a
top-notch lawyer,
but now I'm re-
duced to taking
crummy little
cases like these:

"Tootsie"
Hoffman—
charged
with
imperson-
ating a
woman!

Nick Nutly
and Eddie
Smurphy—
charged with
impersonating
police officers
for 48 HOURS!

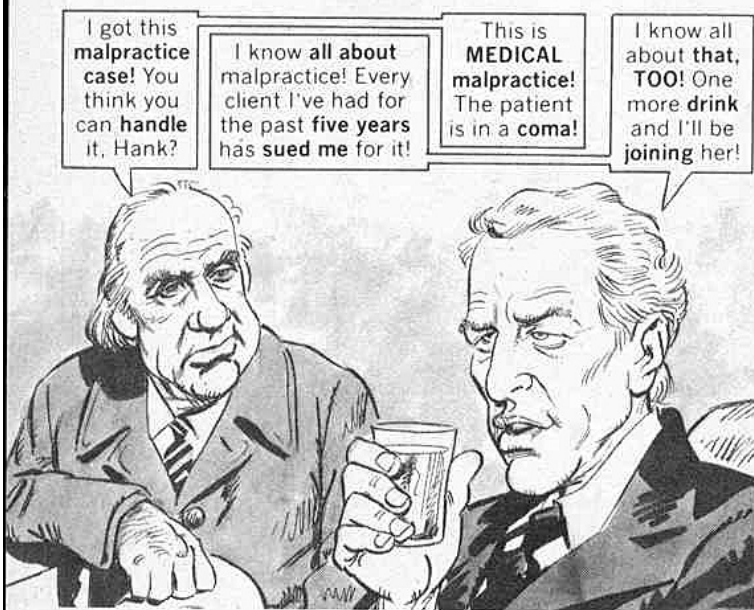
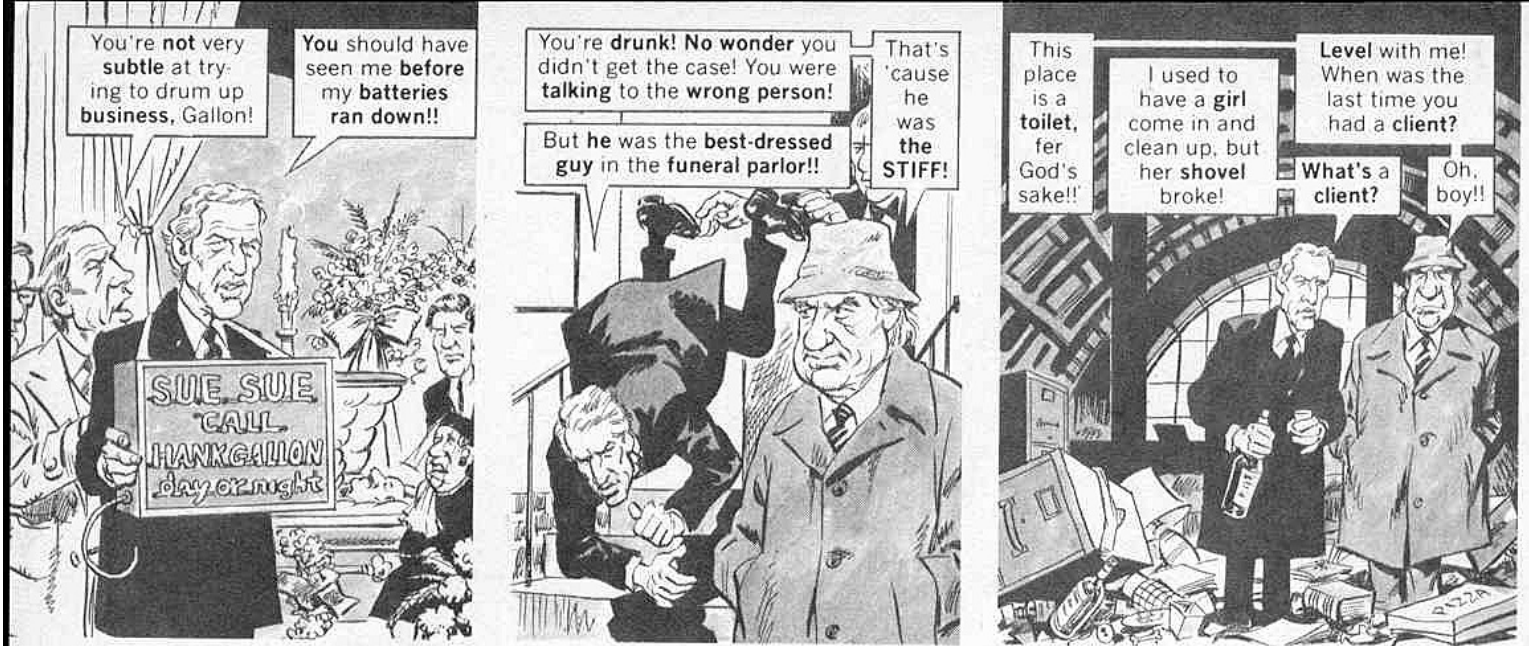
Deadly and Mary
Toiler Moore—
charged with
adulterously
impersonating a
married couple
for SIX WEEKS!

Clint Beastwood
—charged with
creating a pub-
lic nuisance by
impersonating
an actor for
TWENTY YEARS!

And what's HE
charged with
impersonating?

Nothing!
He's just
a flasher!







I wish it were within my power to bring her back to life again!

We don't want that! We just want the money!



Sorry about how the place looks, but my girl went out to lunch!

When was that?

Three years ago!

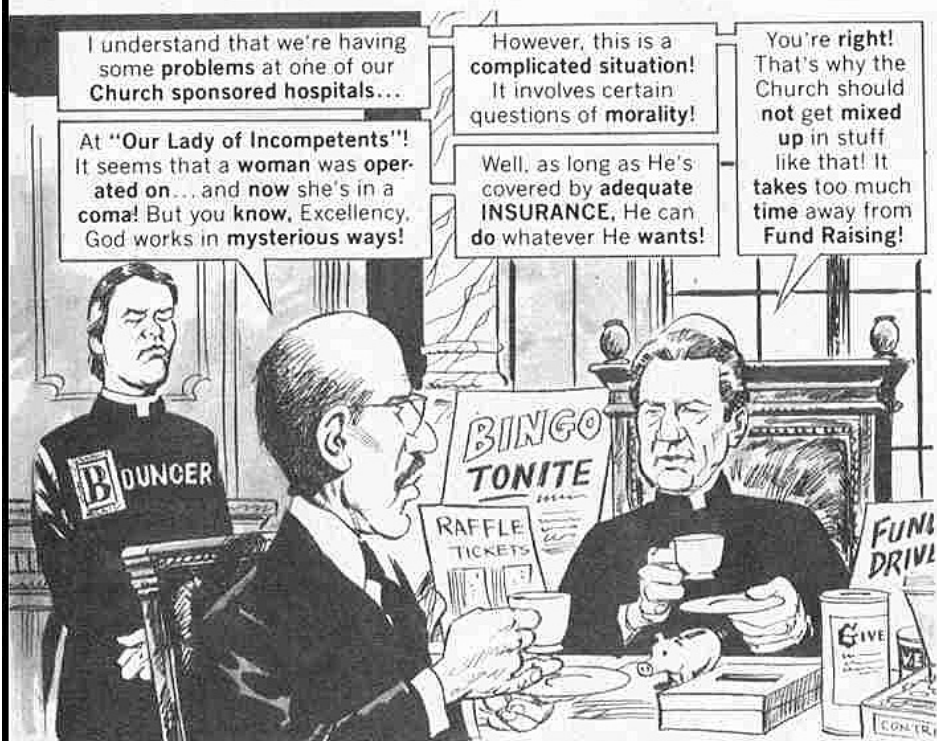


How much is the case going to cost me??

Nothing! I take it on a contingency basis! I get a third of what you get! So you're not taking any risk! Think of the greater gamble I'M taking!

YOU'RE taking...?!!?

Sure! I already KNOW what a lousy lawyer I am!



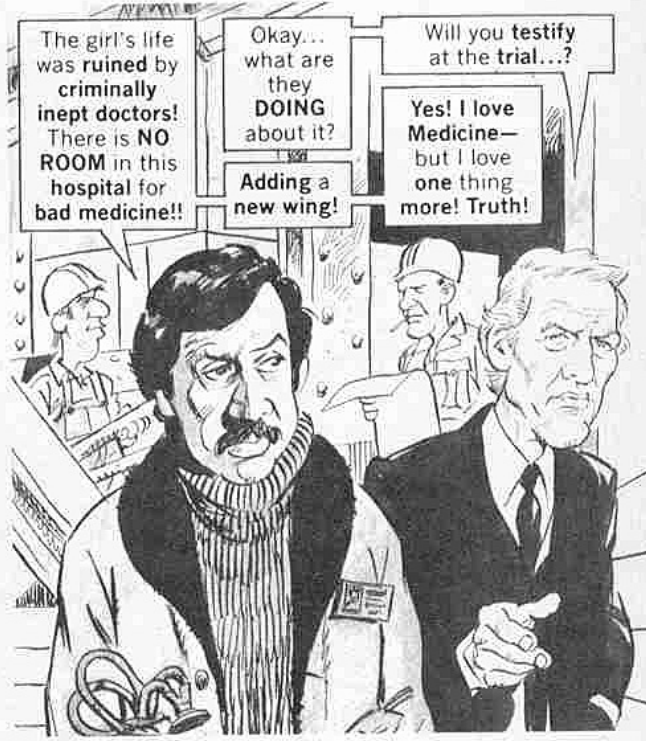
I understand that we're having some problems at one of our Church sponsored hospitals...

At "Our Lady of Incompetents"! It seems that a woman was operated on... and now she's in a coma! But you know, Excellency, God works in mysterious ways!

However, this is a complicated situation! It involves certain questions of morality!

Well, as long as He's covered by adequate INSURANCE, He can do whatever He wants!

You're right! That's why the Church should not get mixed up in stuff like that! It takes too much time away from Fund Raising!



The girl's life was ruined by criminally inept doctors! There is NO ROOM in this hospital for bad medicine!!

Okay... what are they DOING about it?

Adding a new wing!

Will you testify at the trial...?

Yes! I love Medicine—but I love one thing more! Truth!



Hiya, Gorgeous! Whatchya doing?

I'm looking for an apartment!

That can be tough! I had a lot of trouble finding MY place!

Yeah? When was that?

Yesterday! I was bombed out of my skull!



Sorry! You can't go in there...!

But I need photos of her to introduce as evidence at the trial!!

INTENSIVE CARE

EXTENSIVE BILLING

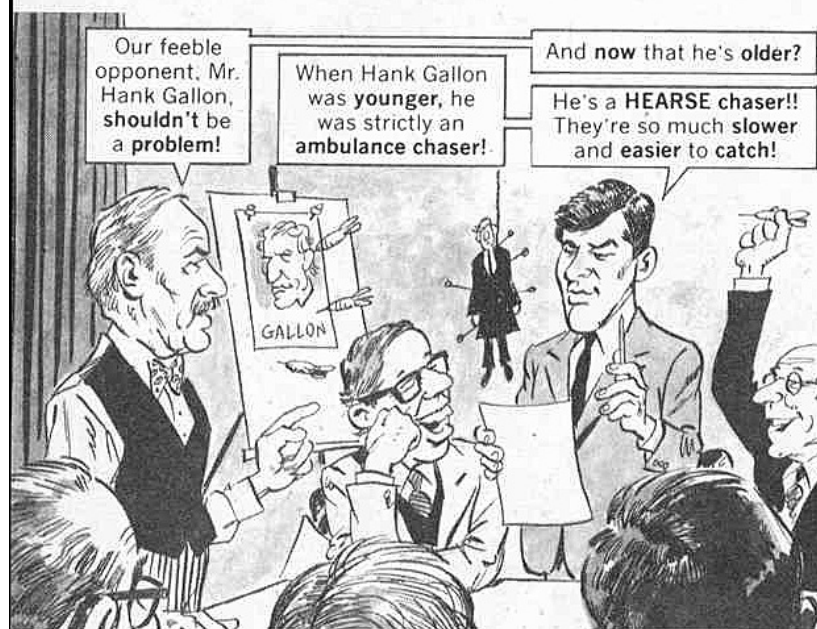
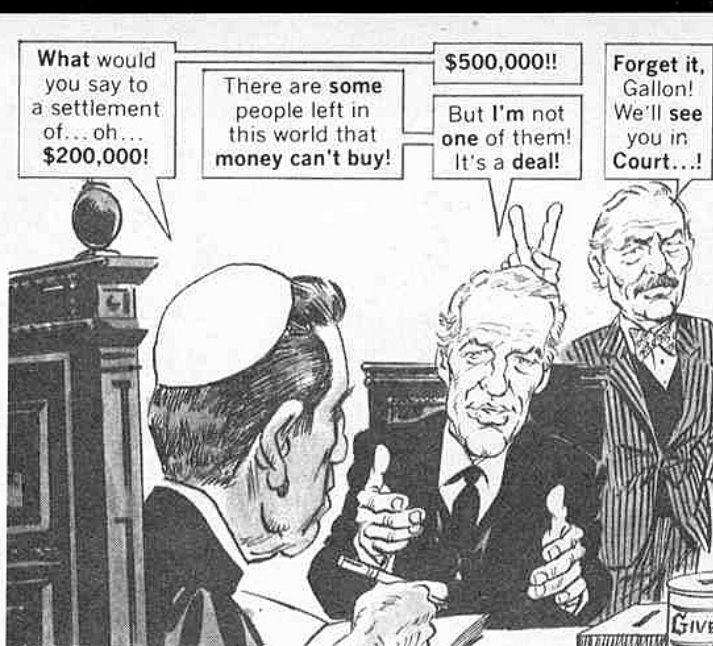
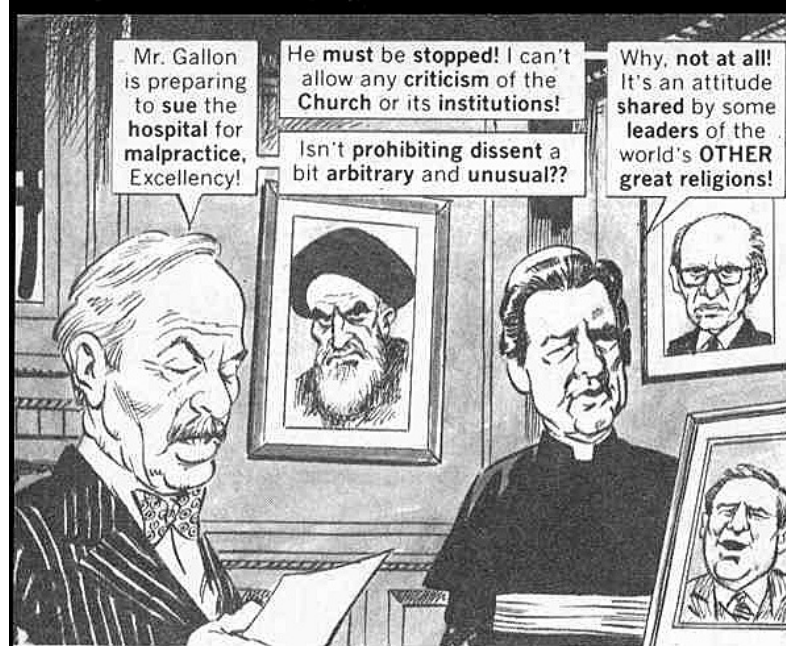
We've got orders to keep you OUT!

You can't DO that!

Well... if the patient says it's okay with her, then it's okay with us!

But she's practically DEAD!! Only her brain is functioning!!

That's more that we can say for YOURS if you think you can beat the CHURCH in this case!



All I ask is—you conduct a fair trial... and let the facts speak for themselves!

How dare you imply that I'm not impartial! I get \$65,000 a year from the State to see that Justice is done!

And \$150,000 from US to see that it's not!!

Better take their \$200,000 offer and call off your case! You have no witnesses... and not one shred of hard evidence! You CAN'T WIN!

Really? Well, just supposing I sway the Jury with my eloquence...?!

Then I'd have only one course open to me...! I'd declare a MIS-TRIAL!

How could you turn down their offer of \$200,000 without asking us?!

They were bluffing! I laughed in their faces!

But supposing they WEREN'T bluffing...?!

Then I made a tactical error! But at least I got a good LAUGH out of it!



Did you call the doctor who said he would testify at the trial?

He won't be any help! They GOT to him!

I don't believe it! He said there was only ONE THING he loved more than Medicine... and that was THE TRUTH!

Yeah? Well, he told ME there was one thing he loved even MORE than The Truth... a Two-Week, All-Expenses-Paid VACATION IN THE CARRIBEAN!



We have no case! I made a huge mistake, thinking I could win it!

I don't want to hear you talk like that—like a failure! I—I don't want a failure! My first husband was a failure! I can't take another one!

I can't I CAN'T

Where'd you get that kind of talk from...?

From watching the Soaps! What ELSE do I have to do with my time... since I don't work, cook, clean or do ANYTHING in this movie!?



You're our STAR WITNESS, Doctor!

Now... how can you be sure that the doctors who treated my client were bad doctors?

Well, it TAKES one to KNOW one!

Please don't answer the question like that when we get to Court! Now, about your credentials...

I am very proud of them! I am currently the Chief Attending Physician at ringside for all Wrestling Matches in Bayonne!

gulp Oh, boy!!

And I am also Head of Surgery at all Roller Derby Games in Newark!



You were present at the operation!! I've got to speak to you, Nurse Brady! Please!

C'mon... dammitt!! Can't you hear the bell ringing?

I'm a Registered Nurse, Mister!! I'm TRAINED to IGNORE BELLS!!



I took this **photograph** to show you what this case **means!** Look at it! Only **you—the Jury**—has the **power to do** something about such a **deplorable condition...** by awarding my client a **HUGE SETTLEMENT!**

That picture is **really disgusting!!** What is it??

A photo of his **office!** With his share, he can afford to have the place **cleaned!!**

Now, Doctor...can you tell me what are some of the things a **good physician** should remember at all times!

His **Hypocratic Oath!!**

Very good! And what **else...**?

That every patient is **equal**, regardless of **race or creed!**

Excellent! And what **ELSE** is very important for a doctor to remember?

That the **head bone's** connected to the **neck bone!** And the **neck bone's** connected to the **chest bone!** And the **chest—**

That will be **all!**

I'm going to **fight** this, no matter what...!!

I want to see **TRUTH prevail!!** I want to see **FAIRNESS... and JUSTICE FOR ALL!!**

Don't waste your time!!

You gotta be **KIDDING....!!**

He's the **LAST** guy I'd talk to about **"AND JUSTICE FOR ALL!"**

Tell us, Doctor, isn't it a fact that giving a patient **anesthesia** too soon after she's **eaten** could be **very dangerous?** Perhaps even cause a **COMA?**

I OBJECT!! Plaintiff's Counsel is being **argu-**mentative and **leading** the **witness!**

Boy, when the **JUDGE** makes an objection, you really **KNOW** you're in trouble!

I've got to trace the **Admitting Nurse!** If Nurse Brady called her, her phone bill will show it...

Whatcha doin', Mister?

Seeing that **Justice** is done!!

And to **do** that, you have to **break** the **Federal Law** that prohibits **tampering** with **mailboxes...**

Sometimes, you have to take the **Law** into your own hands!

Gee, that's what my **Uncle** says!!

Who is your **Uncle?**

He's the **Head** of our local **Ku Klux Klan!**

I've tracked down the **Admitting Nurse** in **New York**, and I'm bringing her back! I hope it **works**, because **Guncannon** can be a **shrewd** opponent!

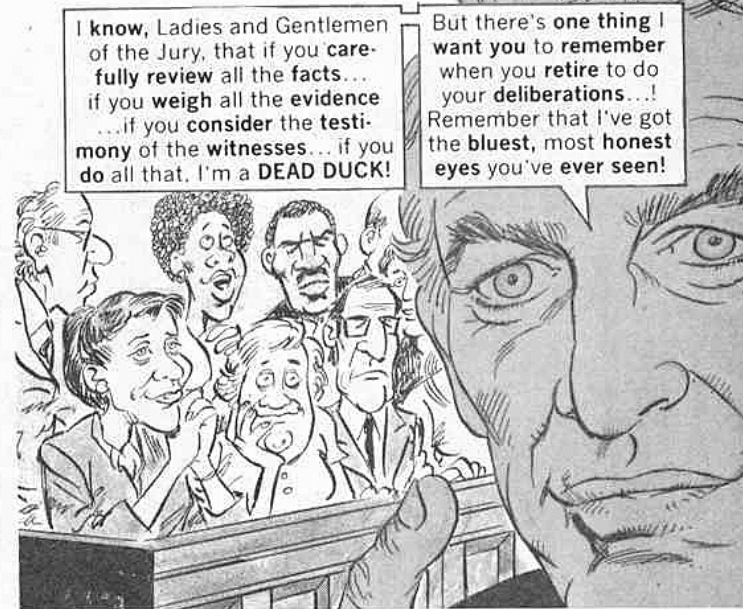
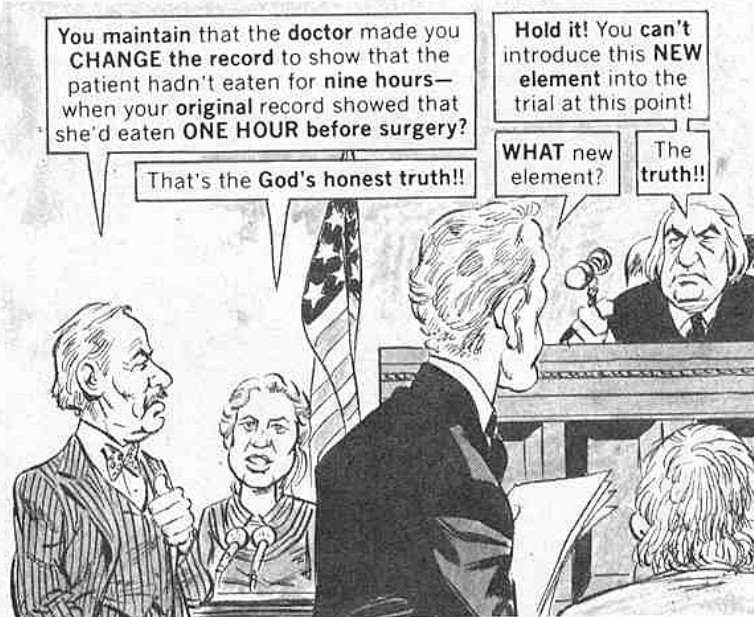
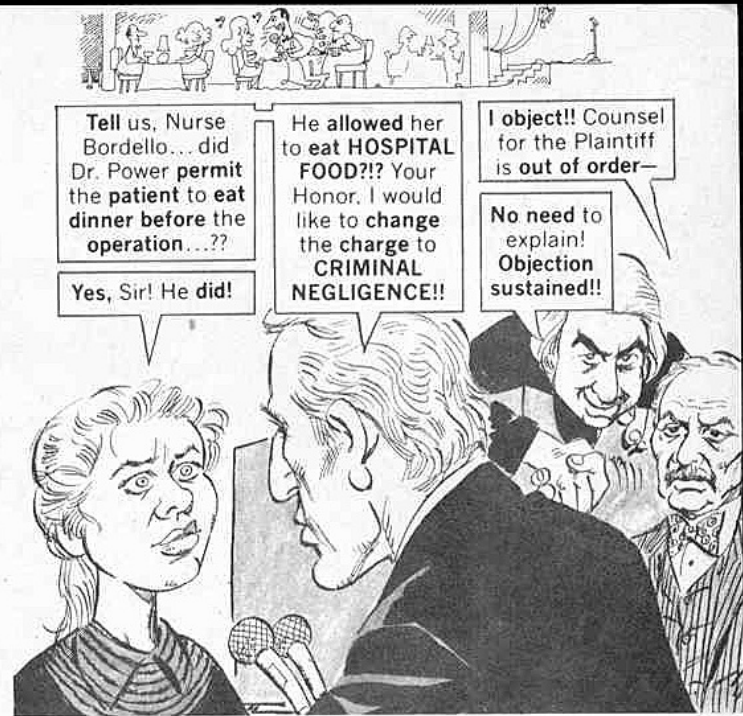
Not as shrewd as we think! He pays his spies by **check!**

Oh...? Who is his spy??

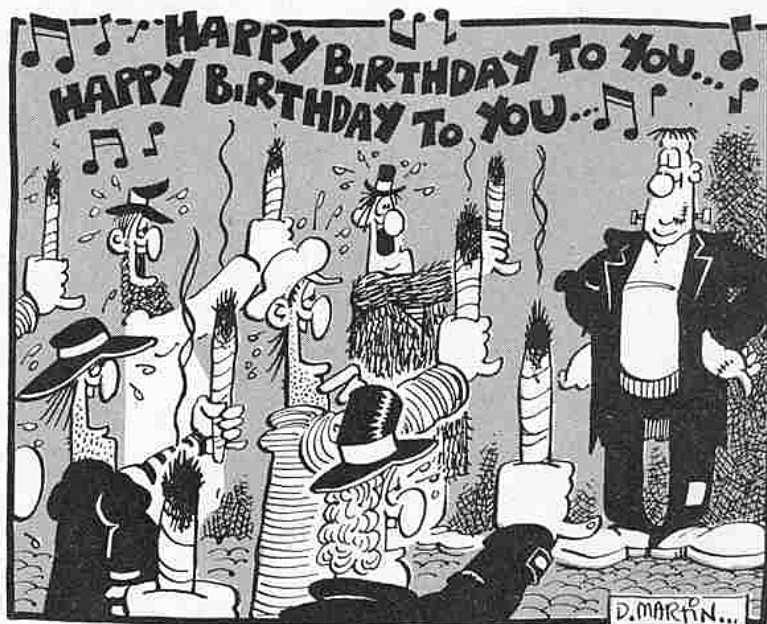
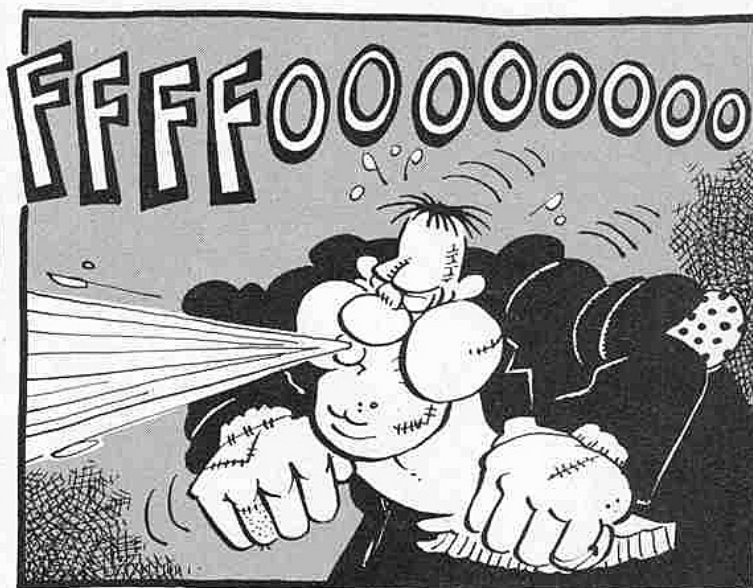
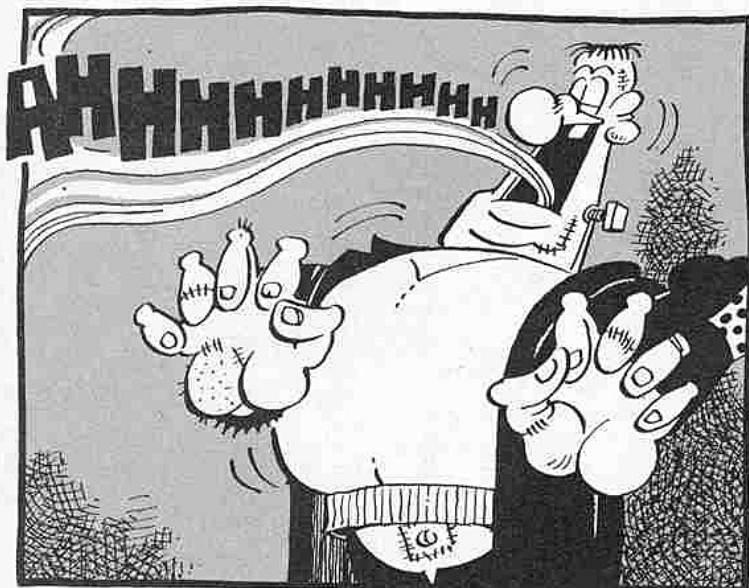
I'll give you a hint! You've been **sleeping** with her!!

Those dirty **\$% @ # \$%es!**

You mean they **bugged** my **MISS PIGGY** doll!??



ONE SCARY NIGHT WHILE CHASING A MONSTER



**WHERE ARE
PUBLIC
EXECUTIONS
SOMETIMES
PERFORMED
TO ENTERTAIN
AN AUDIENCE?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Every society has, at one time or another, held public executions to entertain, frighten or impress its people. To find out where this despicable practice still occurs today, just fold in the page as shown at the right.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"

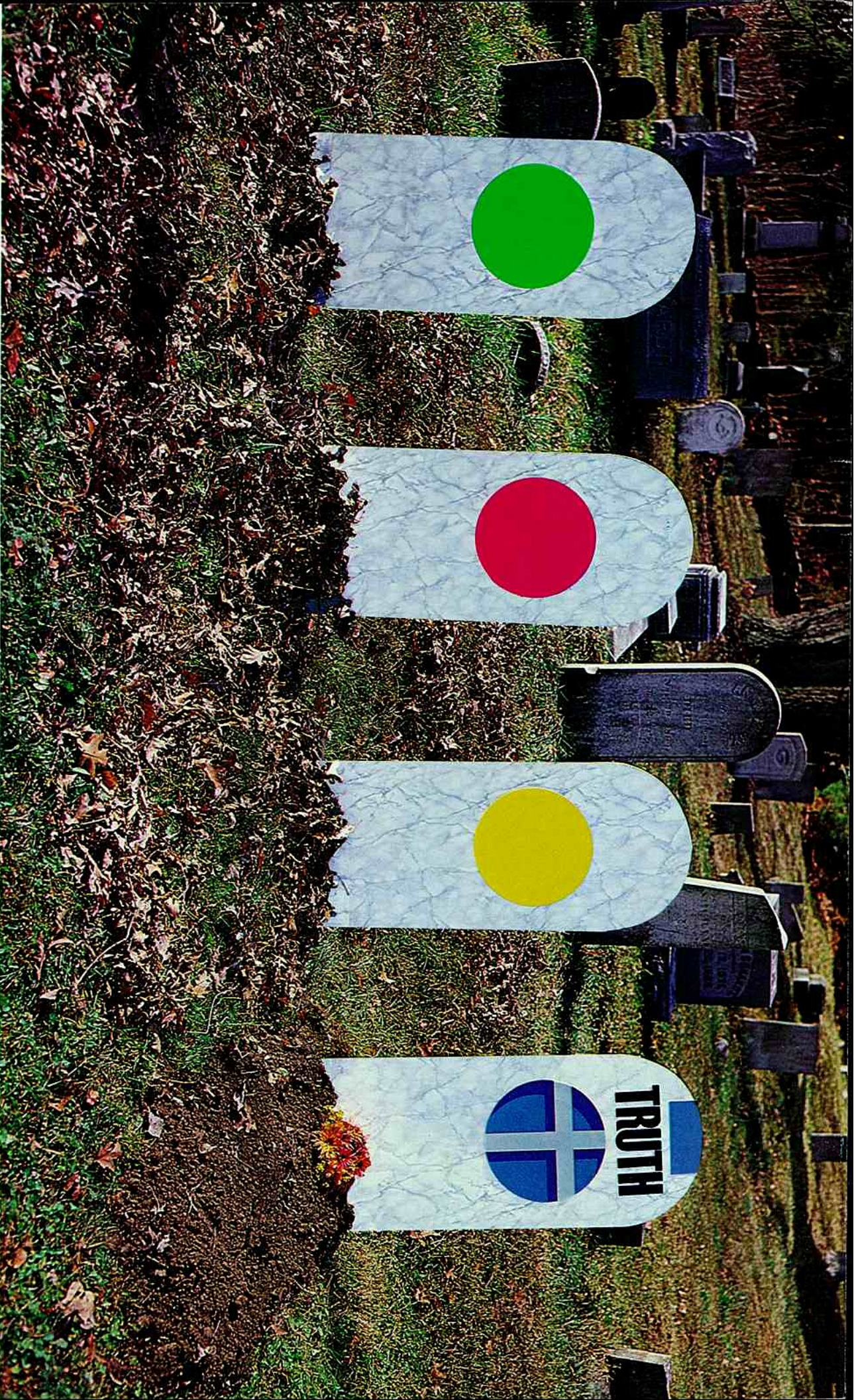


ARTIST & WRITER:
AL JAFFEE

**IN BLOODTHIRSTY SOCIETIES, EXECUTIONS OFTEN
BOOST PUBLIC MORAL. PEOPLE EVEN FIND IT RELAXING
IF THEY HAVE A CLOSE-UP VIEW OF THE SUFFERINGS.**

A

B



PHOTOGRAPHER: IRVING SCHILD WRITER: BILLY DOHERTY

Warning: The Surgeon General Has Determined That
All Cigarette Smoking Is Dangerous To Your Health.

You found out!

The Truth. That even smoking the one
enjoyable ultra low tar cigarette
doesn't make it any less deadly.